

LIFE



HUNTING SPANIEL

OCTOBER 25, 1937

10 CENTS

DRY-PROOF

Fountain Pen Desk Sets

**EVERMOIST POINT
WRITES INSTANTLY!**



\$12.50 with
Lifetime[®] pen



\$10
with pen



\$10 with
Lifetime[®] pen



\$7.50
with pen



\$5
with pen



\$20 with Lifetime[®]
pen



\$10 with
Lifetime[®] pen

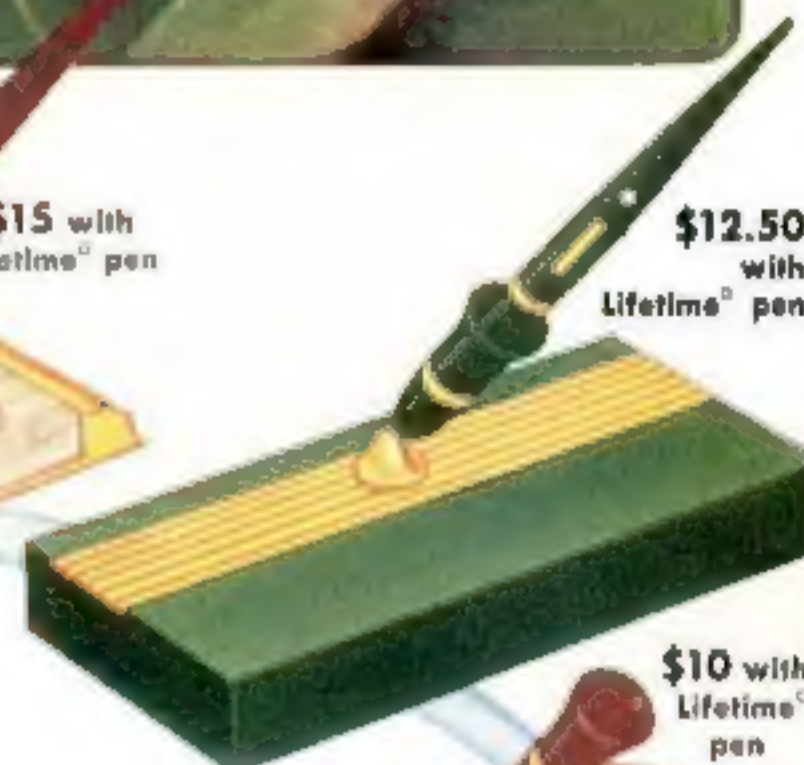


\$15 with
Lifetime[®] pen

\$50 with two Lifetime[®] pens—
\$70 with pens and 8-day clock



\$15 with
Lifetime[®] pen



\$12.50
with
Lifetime[®] pen



\$10 with
Lifetime[®] pen



\$7.50
with pen



\$5
with pen

LAVISH TO GIVE...

PURSE-WISE TO BUY

Dry-Proof desk pens do not dry out; though unused for a day or a month, they come from their sockets with their tips moist and ready-to-write. This revolutionary advance makes desk sets a pleasure to use, and only Sheaffer sets are Dry-Proof...Years and years from now when other gifts are forgotten, your splendid Sheaffer desk set gifts still will serve, still will keep fresh the thought of you in the daily life of the ones who received them...How satisfying to invest so little and give the lasting pleasure of the finest gift of its kind.

All Sheaffer pen points are made of 14K solid gold for longer life and better writing qualities. Some companies are substituting cheap gold-plated brass and steel to increase profits. Have your dealer guarantee the pen you buy has a 14K solid gold point. If you buy a Sheaffer this guarantee is not necessary.

All Lifetime[®] pens are unconditionally guaranteed for the life of the owner except against loss and willful damage—when serviced subject only to insurance, postage, handling charge—35c.

W. A. SHEAFFER PEN CO., FORT MADISON, IOWA • TORONTO, ONTARIO, CANADA

SHEAFFER'S

*Reg. U. S. Pat. Off.
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W. A. Sheaffer Pen Co.



A New "GREAT CAR" is Coming!

YOU'LL SEE IT SOON...at auto shows, at dealers everywhere...the big, new 1938 Plymouth! *This car is news!* It's our 10th-year "Jubilee" Plymouth! Already people are talking about it...asking questions...wondering what's new.

Out in the huge Detroit plant, things are humming. Even now these gleaming new Plymouths are rolling off the lines by the thousands. They're on their way to the markets of the world...by boat, train and truck.

Ten years ago, Plymouth was a brand-new name in the motoring world. A new car...but inside of three years one out of every twelve low-priced cars sold was a Plymouth. In seven years, Plymouth was selling one out of every *four*!

Yes...Plymouth was a new kind of low-priced car...and America wanted it!

It was bigger, safer, more comfortable. It cost less to run. That's why you see so many Plymouths on the road today...why Plymouth owners now number in the millions!

And, coming soon, for 1938, the *greatest* Plymouth of them all! You'll want to see it...drive it...own it...the 1938 edition of "*the car that stands up best!*" **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.**

EASY TO BUY—The Commercial Credit Company offers convenient payment terms through Dodge, De Soto and Chrysler dealers. And remember, Plymouth is priced with the lowest.

MAJOR BOWES' Amateur Hour—Columbia Network, Thurs., 9-10 p. m., E. S. T.

PLYMOUTH BUILDS GREAT CARS

This One



4UGY-26B-2ENA

Don't let "COLD JITTERS" STOP PRODUCTION!

Heat Up With American Blower Unit Heaters

This year protect your production schedule and your investment with modern, efficient heating units. Prevent "cold jitters", high production costs, and eliminate unnecessary waste by installing sturdy, dependable American Blower Unit Heaters. They force heat directly into working areas, eliminate cold spots, dangerous drafts, and keep conditions just right . . . not too cold and not too hot. More than 125,000 American Blower Unit Heaters are already in operation heating over 350 million square feet of floor space. Check your heating equipment now and look before you buy. Remember—American Blower Units cost no more than ordinary heaters yet they are built and backed by the world's greatest heating organization. They are carried in stock for immediate delivery in all principal cities and sold by the leading contractors everywhere. 'Phone our nearest American Blower Branch Office or ask your heating and plumbing contractor for prices today.

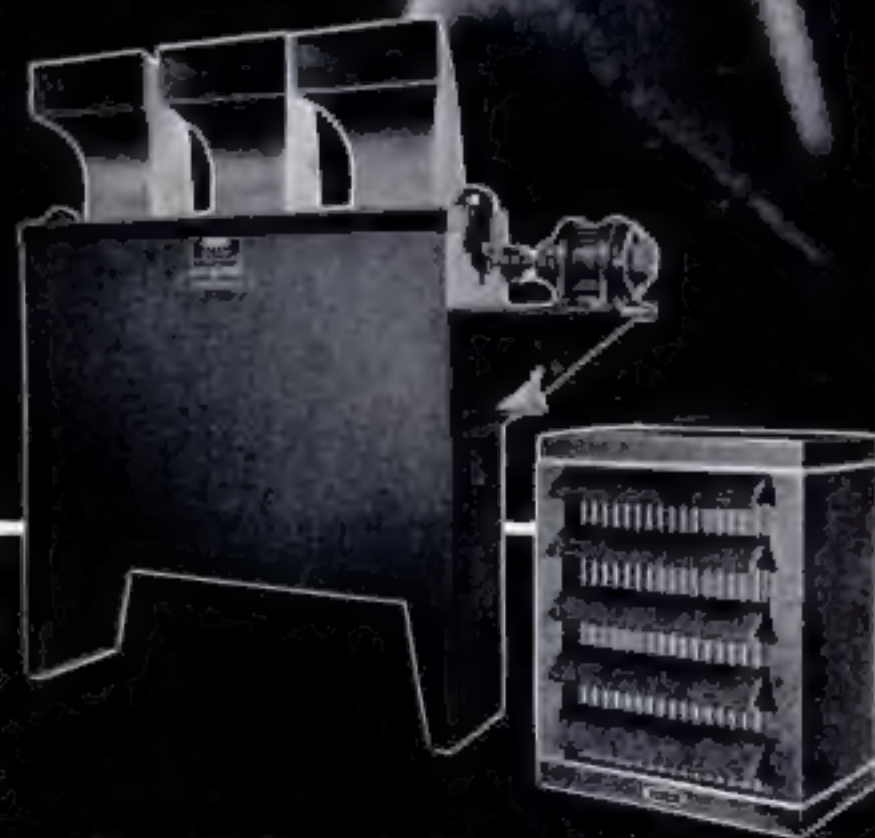
● JUST OFF THE PRESS—A new pocket size handbook on industrial heating. Contains charts, tables, diagrams, pipe sizes and other valuable data. Write for your free copy today.



AMERICAN BLOWER INDUSTRIAL UNIT HEATERS

AMERICAN BLOWER CORP. • DETROIT, MICH.

Division of American Radiator and Standard Sanitary Corp. • Canadian Sirocco Co., Ltd., Windsor, Ont.



Above—The Sirocco Unit Heater for high ceiling industrial areas. Right—The Venturafin Unit Heater for all other industrial uses, stores, warehouses, garages, etc.

The illustrations shown below are reproductions of a few of the many paintings and drawings which Hendrik Van Loon made for *The Arts*. A book of over 800 pages, with over 100 full-page illustrations, 48 in full color, 32 in wash—and in addition innumerable illustrative line drawings.

Free...FOR YOUR LIBRARY

THE ARTS

BY HENDRIK WILLEM VAN LOON

RETAIL PRICE \$3.95

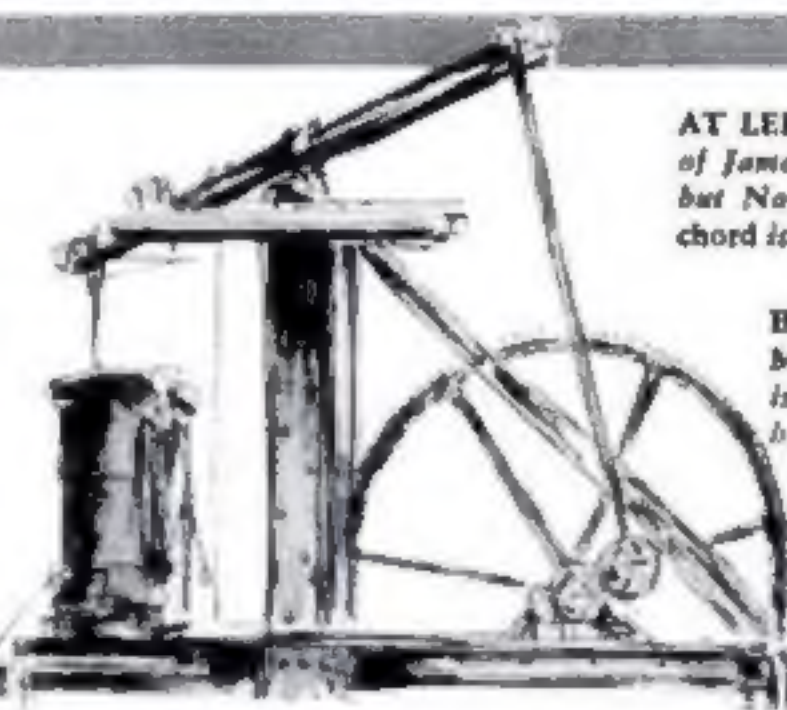
VAN LOON'S purpose in this book—and he achieves it, beautifully,—is to give the general reader a love for and an understanding of the *background* of all the arts, through the ages. He begins with the cave-drawings of 35,000 B.C. and comes down to our own day, with way-stops at Egypt, Babylon and Chaldea; at the Athens of Pericles; amid the mysterious remains of Etruscan art; in Byzantium and medieval Russia; in the desert of the Islamites and the gardens of Persia; in Provence, Renaissance Italy, Rem-

brand's Holland and Beethoven's Vienna. We read not merely about the towering figures—Leonardo da Vinci, Giotto, Michelangelo, Velasquez, Wagner, Beethoven—but explore a thousand bypaths. Troubadours, minnesingers, monks, saints, criminals, bohemians, generals—all troop by in a colorful cavalcade. Always the close relationship of art to *ordinary life* is stressed; and always the emphasis is laid on the human beings who made that art and who have heard it, viewed it, enjoyed it, for hundreds of centuries.



ABOVE: The beginning of our modern orchestra. Jongleurs improvising a little concert while waiting for their dinner to get ready in the kitchen.

AT RIGHT: THE GENTLEMAN PAINTER. Rubens leaves his native town on a foreign mission.



AT LEFT: We admire the first steam engine of James Watt for its logical simplicity . . . but No. 1 of Bach's Well-Tempered Clavichord is beautiful for exactly the same reason.

BELOW: THE OLDEST PICTURE OF MAN: The creature, Van Loon points out, is engaged in his customary pastime of killing his fellowmen.



WHY WE OFFER TO GIVE YOU A FREE COPY OF THIS BOOK

THERE is no reader of *Life* who would not find it in many ways to his advantage to subscribe to the service of the Book-of-the-Month Club; and we make this extraordinary offer in order to demonstrate that this is the case.

What we here propose is this: mail the inquiry coupon, and a copy of this fine library volume will be put aside in your name, and held until we hear whether or not you care to join. In the meantime, a booklet will at once be sent to you outlining how the Club operates.

Study this booklet at your leisure; you may be surprised, for instance, to learn that belonging to the Club does not mean you have to pay any fixed sum each year; nor does it mean that you are obliged to take one book every month, twelve a year (you may take as few as four); nor are you ever obliged to take the specific book-of-the-month selected by the judges. You have complete freedom of choice at all times. You also participate in the Club's "book-dividends," which are valuable library volumes, like this new book by Van Loon. In 1936, the retail value of the books

distributed free among Club members was over \$1,450,000. For every two books its members purchased, they received on the average one book free.

If, after reading the booklet referred to, you decide to join the Club, a free copy of *THE ARTS* will at once be shipped to you.

Here is a very interesting fact; over 150,000 families—composed of discerning but busy readers like yourself—now get most of their books through the Book-of-the-Month Club; and of these tens of thousands of people *not a single one was induced to join by a salesman*; every one of them joined upon his own initiative, upon the recommendation of friends who were members, or after reading—as we ask you to do—the bare facts about the many ways in which membership in the Club benefits you as a book-reader and book-buyer.

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385 Madison Avenue, New York, N. Y.

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PLEASE send me without cost, a booklet outlining how the Book-of-the-Month Club operates. This request involves me in no obligation to subscribe to your service. It is understood that if I decide to join I will receive a free copy of *THE ARTS*.

Name ☐ Mr. ☐ Mrs. ☐ Miss. ☐ Please print plainly

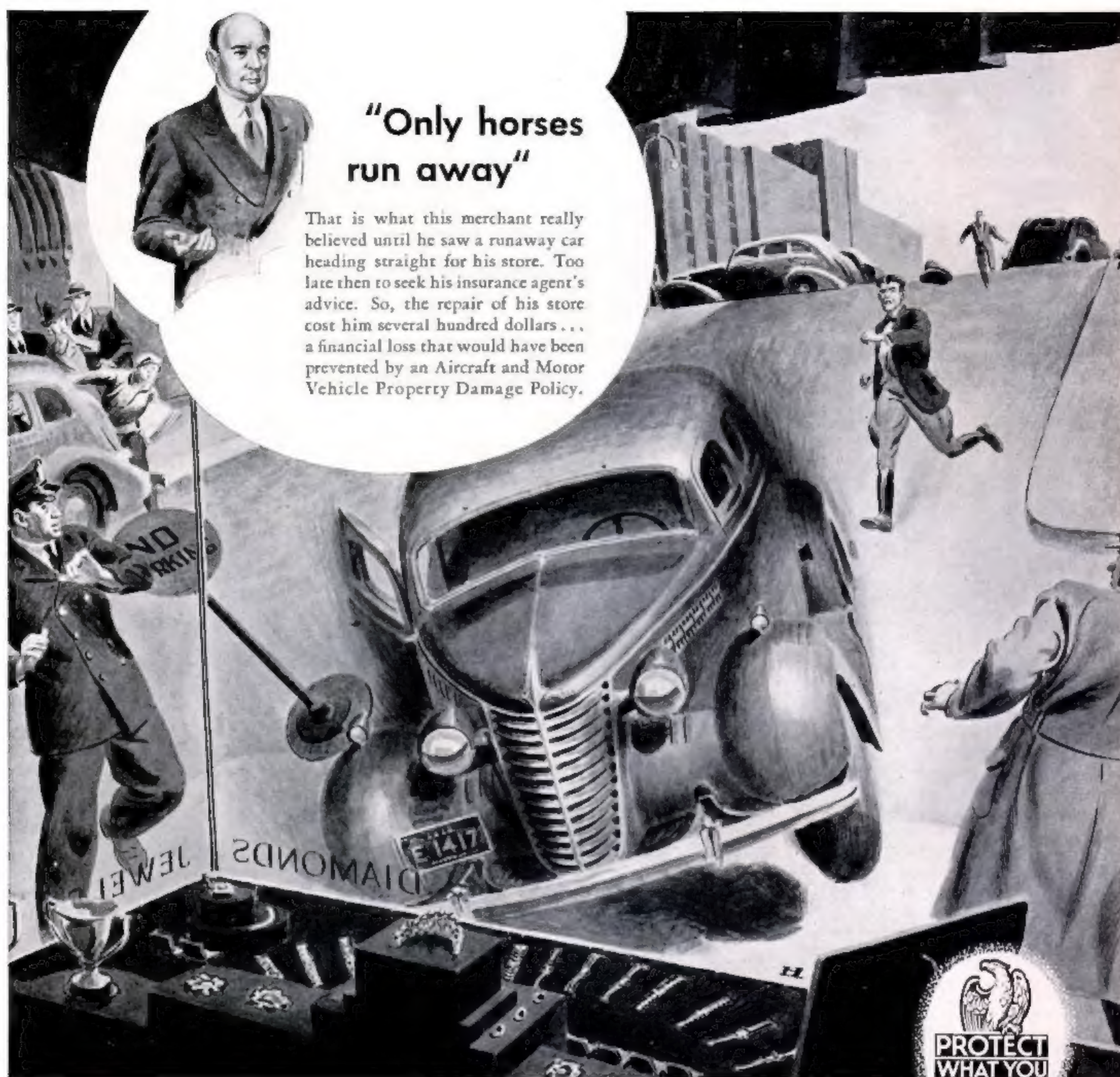
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"Only horses run away"

That is what this merchant really believed until he saw a runaway car heading straight for his store. Too late then to seek his insurance agent's advice. So, the repair of his store cost him several hundred dollars... a financial loss that would have been prevented by an Aircraft and Motor Vehicle Property Damage Policy.

MAYBE a "wild" automobile or truck will never plunge into your store... or your living room. Maybe a falling airplane will never pierce your roof. Who knows?

You cannot predict such things, but you can surround yourself

with properly selected insurance against common hazards at a reasonable cost. At least, it will cost you nothing to get expert advice on the subject. In addition to your Fire insurance, just what policies should you have? The local North America Agent, or your

broker, will gladly tell you. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

North America Group Agents

Nation-wide representatives of INSURANCE COMPANY OF NORTH AMERICA and its affiliated companies: INDEMNITY INS. CO. OF NORTH AMERICA THE ALLIANCE INS. CO. OF PHILA. • PHILADELPHIA FIRE & MARINE INS. CO. • NATIONAL SECURITY FIRE INS. CO. • CENTRAL FIRE INS. CO. OF BALTIMORE



North America Protection includes practically every form of insurance except life. Some of the many coverages are:

FIRE • EXPLOSION • WINDSTORM
RIOT and CIVIL COMMOTION
AUTOMOBILE • AUTO. PROPERTY DAMAGE
PLATE GLASS
SPRINKLER LEAKAGE
PARCEL POST • SALESMEN'S SAMPLES
BURGLARY • ROBBERY
MERCANTILE OPEN STOCK BURGLARY
MERCANTILE SAFE BURGLARY
MERCHANTS' PROTECTIVE (Blanket Coverage)
EMPLOYER'S LIABILITY
ELEVATOR LIABILITY
FIDELITY and SURETY BONDS

How to get rid of an INFERIORITY COMPLEX

*A true story of a man who found that
self-confidence is not a matter
of education or luck*

HE WAS GOOD in his job. No one denied that. But he felt inferior to his associates. Most of them were college men. He envied them the mysterious thing called "background."

Today he happens to be one of the principals of the business. But more important, he has lost his inferiority complex. Instead of envying his once better informed associates he is their equal.

His case is by no means unusual. He has learned the secret that the reading of great literature opens the gateway of the mind and offers a broader view of life. This broader view inspires self-confidence. In a word, it's *culture*.

There are thousands of men today who lack the essential background so necessary for success in every field of life and who don't know where to turn for it. The cold stone front of a public library suggests groping among thousands of books. "What are the really great books?" you ask.

DR. ELIOT'S FIVE-FOOT SHELF OF BOOKS THE HARVARD CLASSICS

The question has been wonderfully answered by America's greatest educator, Dr. Eliot, forty years president of Harvard. He made it a vital part of

his great life work to assemble in one set the really worthwhile writings. These books place you on an equal footing with the best educated of your associates.

LIBERAL EDUCATION AT YOUR FINGERTIPS

This supreme library of 418 immortal masterpieces is unified into a living, powerful educational force by the marvelous working index containing 76,000 entries. This indispensable key guides the reader unerringly to a broad understanding of world culture, for it places at his fingertips the sure means to a liberal education.

The price of this magnificent library is within the reach of every ambitious American family and the terms of purchase are most liberal. Take advantage of this rare opportunity today.

THIS FAMOUS LITTLE BOOK FREE!

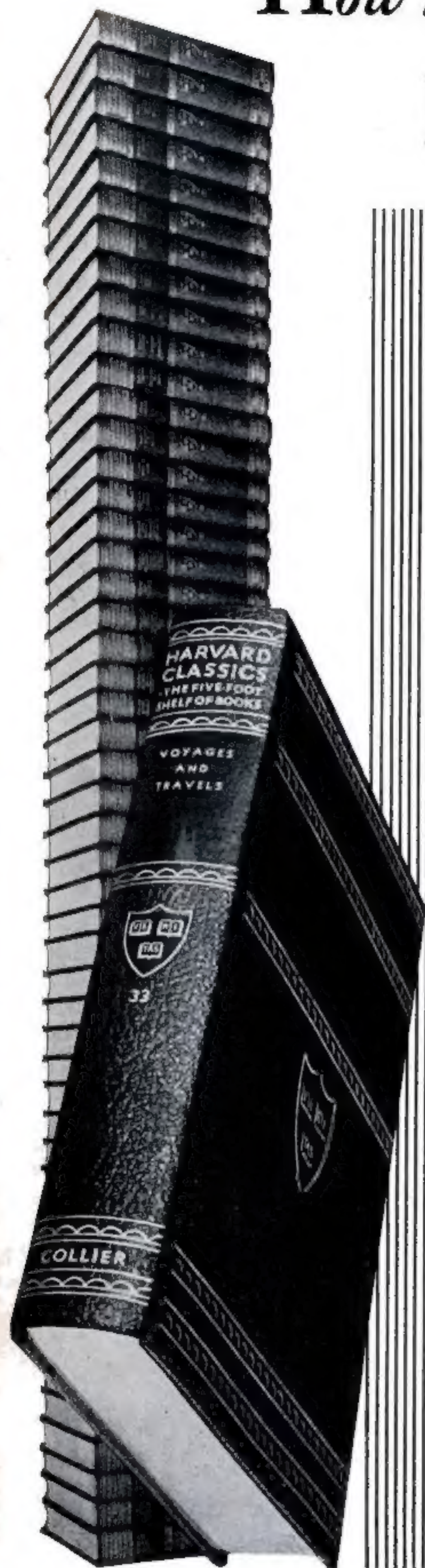
FIFTEEN MINUTES A DAY always finds a cordial welcome on library tables. Thousands of modern people have read it from cover to cover with absorbing interest. It gives Dr. Eliot's own plan of reading. It is packed with helpful, practical information. You really can't afford to miss this little gem of literature. You'll receive this beautiful book without charge after you fill out and mail the coupon below.



P. F. COLLIER & SON CORPORATION
250 Park Avenue, New York City

By mail, free and without obligation, send me the Booklet that tells about the most famous library in the world, Dr. Eliot's Five-Foot Shelf of Books (The Harvard Classics) and containing Dr. Eliot's own plan of reading. Also, please advise how I may secure the books by small monthly payments. 830-HM

Name { Mr. _____
 { Mrs. _____
 { Miss _____
Address _____





1 Can't sleep! Such individuals are in need of help, for nights like that, long continued, impair health . . .



2 In addition, they jeopardize your job! No one can work well with a "fuddled" brain.

How Thousands are getting SOUND SLEEP!

One food-drink
makes it easier to get
sound, restful sleep . . .

From every state in the union reports come in of the unusual value of Ovaltine at bedtime, in helping people get to sleep quickly and sleep restfully!

For example:

R. W. DUCK of Houston, Tex., writes: "For two years I would go to bed so tired I couldn't sleep . . . Three months ago I started using Ovaltine. Since then I've been getting real rest."

MRS. E. KELLEY, Auburn, N. Y.—"My husband would toss and turn before getting to sleep. I had him take Ovaltine and he is resting so much better. Has more energy."

Ovaltine helps you relax at night! It relieves that feeling of "inner tenseness" which keeps you from getting to sleep quickly and sleeping restfully. It enables you to "loosen up."

Ovaltine was not originated as an aid to sleep. It was created as a food for convalescents and is still widely used for that purpose. But doctors soon found that, when it was taken at bedtime, it also promoted sound, natural sleep.

It is of course not a drug, but a food—rich in vitamins and minerals and other food elements. It helps to restore your tired body and nerves!

So, if you don't sleep well or wake up feeling rested, try Ovaltine. Make it your "nightcap" every night! Find out how much richer life can be when you get good sleep nightly!

Copy, 1937, The Wander Co.

(Doctors approve Ovaltine. Hospitals use it—over 1,700 in this country alone!)



3 Thousands are learning of this modern way to get sound, restful sleep at night . . .



4 Not only does Ovaltine make sleep more beneficial—it leads to greater "pep" next day.



5 All you do is mix 3 or 4 tea-spoonfuls in a cup of milk. Delicious. Drink at bedtime.

LETTERS TO THE EDITORS

New Youth for Railroads?

Sirs:

Pictures, in your Oct. 4 issue, of how William Martin Jeffers rose to the Presidency of U. P. railroad are interesting. Mr. Jeffers is 61. It took him 47 years to make the grade. The U. P. is noted for being one of the few really progressive railroads in the country. On most roads the average age of Division Superintendents is 60. Promotion is becoming slower each year . . .

Railroading is just about 40 years behind the times. It needs more youth with newer ideas. It is clogged with old age. It was impossible to raise the window of a passenger coach 40 years ago. The window is still stuck. There are a very few samples of modern trains being operated in the country; they merely whet the appetite of the average passenger. Fifty men aged about 35 or 40, from the automobile, moving picture or radio industry, could revolutionize our railroads in a couple of years, if given the chance.

H. P. PALMER

Former train dispatcher of one of America's Greatest Railroads
Mount Kisco, N. Y.

Railroads, for many years subject to strict government control, find it difficult to attract ambitious young men.
—ED.

Dingbats & Hoboes

Sirs:

Sorry that you have confused 'dingbats' with hoboes (LIFE, Oct. 4). A 'dingbat' is a beggar and not a hobo. More than this he is accepted as a drunken beggar. The term is also used in describing drunken, begging women.

There may be an occasional case of a 'dingbat' hitting the road but they are so rare that the term could not be used in this respect.

Any professional beggar along Forty-second Street will explain to you that a 'ding' is a beggar. Synonyms: Dinger, dingaloo, moocher, pling, stemmer and the variants such as tose-out and flopper.

I have received several complaints from genuine hoboes and they are somewhat irritated that LIFE has referred to them as "dingbats."

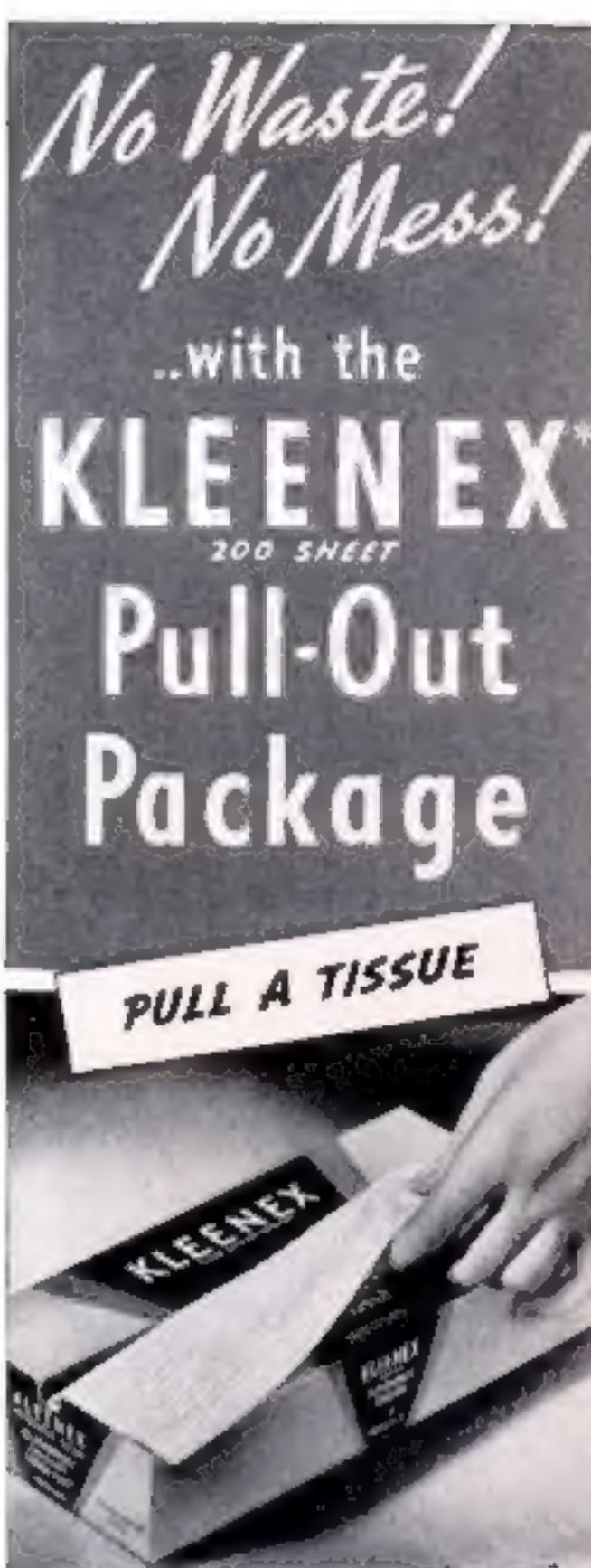
BEN L. REITMAN, M.D.
Author of *Sisters of the Road*
Chicago, Ill.

Real Tramp

Sirs:

Having been a tramp for 20 years I could not resist. First, there was never any "King" of tramps—just punk gaycats looking for notoriety, and they are jokes to old-timers. Real tramps do not associate with, nor do more than tolerate gaycats, blanket stiffs, hoboes, blind bums, dynamiters, etc. Furthermore, the real tramp keeps clean, shaves daily, wears fairly decent clothes, is not a petty thief etc., etc., etc. I could go on but let the dear public paint him as it may. He is a man, tho perhaps a lazy one and you must admit it takes pretty good savvy to fool the people year in and year out, eat

(continued on p. 8)



**200-SHEET KLEENEX
NOW 2 FOR 25¢**

The handy size for every room

Why tolerate clumsy boxes or inferior tissues when Kleenex brings you *Double Economy*? Plus a world of convenience that others can't offer because *only Kleenex* has this patented Pull-Out Package.

Stop at your dealer's today and ask for 200-sheet Kleenex . . . now reduced to 2 for 25¢. It's the handy size for every room and for the car!

KLEENEX*
DISPOSABLE TISSUES

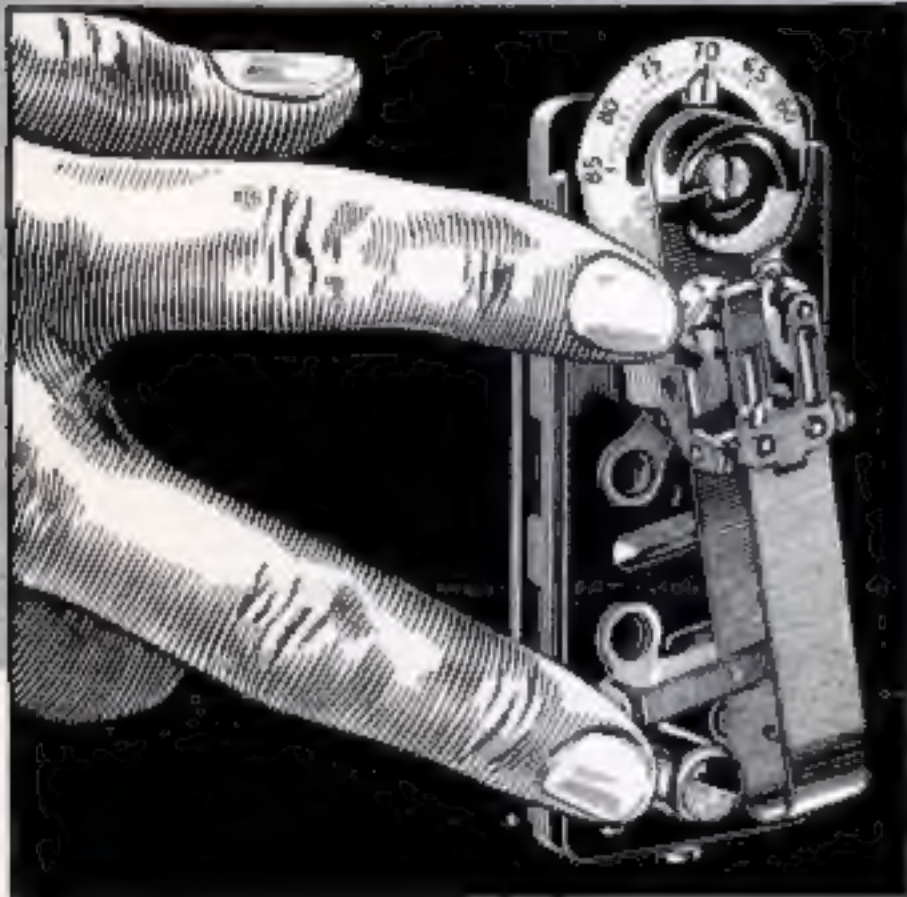
(*Trade Mark Reg. U. S. Patent Office)

THE THERMOSTAT SERVED ITS TIME WELL

But MODERN COMFORT
*demand*s

ACRATHERM

STABILIZED HEAT



THE ACCELERATOR

at tip of lower finger, working in harmony with the two contacts shown above opens and closes the exclusive Accelerator circuit, giving Acratherm the power actually to sense indoor temperature changes before they occur, and prepare your heating system to meet them. The result is new automatic comfort... Stabilized Heat—possible only with Acratherm.

THE DA-NITE ACRATHERM

The Da-Nite Acratherm has convenient night shut-down for fuel saving, with automatic return to day temperature.

THE ACRATHERM

The plain Acratherm is the same as the Da-Nite Acratherm without night shut-down.

THE CHRONOTHERM

The Chronotherm requires no manual attention either for day comfort or night shut-down.

SEND FOR THIS BOOK...IT'S FREE

You will be interested in the booklet, "And Then We Turn On The Heat." It gives all the facts about "Acratherm Stabilized Heat." Send for your free copy.



SUMMERIZE

YOUR HOME FOR
WINTER COMFORT

with AUTOMATIC HEATING
and AIR CONDITIONING
SEE YOUR DEALER NOW!



MODERN automatic heating has revealed the shortcomings of the ordinary thermostat. Efficient as it was, the conventional thermostat could not prevent that chilly feeling often experienced, even when the thermometer registered "warm enough." Nor could it stop overheating during mild weather. But the Minneapolis-Honeywell Acratherm, with its uncanny accelerator, does both. It actually senses temperature changes before they occur and speeds up the heating system to meet them. It literally irons out heat fluctuations in any modern heating system by automatically adjusting the length and number of burner operations to supply heat in response to changes in outside weather. Short, frequent burner operations in cold weather, less frequent operations in mild weather produce Stabilized Heat. No thermostat without the Acratherm Accelerator can do this. Therefore, when you install Automatic Heating or modernize your present equipment, insist that it is Acratherm Controlled. Minneapolis-Honeywell Regulator Company, 2919 Fourth Avenue South, Minneapolis, Minn. Branch and distributing offices in all principal cities.

MINNEAPOLIS HONEYWELL

REGULATOR COMPANY



HE REACHED 45 AND NEVER SAVED A DOLLAR!

But now he's making up lost time through
his Fidelity Income Plan

YOU'LL find his counterpart in every circle of people . . . men, and sometimes women, who earn good money and spend it all. This man got hold of himself in time. It suddenly dawned on him that pay checks have a habit of sharply diminishing or stopping unexpectedly at his time of life.

So now he's regularly putting aside small sums that he'll never miss in the tried and tested Fidelity Income Plan . . . and he'll move into his middle fifties with a real cash reserve instead of regrets.

More and more foresighted people, in all walks of life and of all ages, are today turning to Fidelity

as a means of providing for the future comfort and security of themselves and their families.

Fidelity has a proud record of meeting every contractual obligation at maturity without exception. It keeps on deposit, at all times, with the state treasurer of West Virginia or other state depositories, approved securities equaling the total cash liability to all contract-owners.

Set aside a little odd change a day and enjoy the security the Fidelity Income Plan assures to thousands.

A representative will gladly help you work out a sound, satisfactory program. Phone or write our nearest office now.

Established over 26 years . . . Assets over \$33,000,000.00

FIDELITY INVESTMENT ASSOCIATION, WHEELING, W. VA.

Offices in Principal Cities. Affiliate: Fidel Association of New York, Inc.

Make your future secure through
FIDELITY INCOME PLAN

LETTERS TO THE EDITORS

(continued)

fairly well, sleep comfortably, look decent, have *true* friends, keep well posted and enjoy life with never a day of work.

Well—I have quit the road, old age.

MICH. Y. T. (WHITEY)
Toledo, Ohio

Active Johoskes

Sirs:

A friend of mine, who subscribes for your wonderful magazine, told me what lovely pictures appeared (Oct. 4) of the American Legion national convention, and I hastened over to Walgreen's and was so fortunate as to secure a copy.

Well, I had a very enjoyable evening looking at the perfectly grand picture of the convention, and my husband, too, enjoyed it. You see we were both in New York City for the convention, and we intend keeping the magazine as a souvenir, along with our convention badges, etc. We are both quite active in the American Legion and are thrilled to have had a part in our largest convention.

If, in the near future, we can see our way clear to order a year's subscription of LIFE, we'll certainly do so. Just now, we are still a little financially embarrassed from our week in the Big Town.

Speaking of the American Legion, there are three of us in our family, and last year we each held the same office in our separate organizations, believe it or not. Mr. Johoske was secretary, or correspondent, in the 40 and 8 Society. Our daughter, Betty, 13, was secretary of the Junior American Legion Auxiliary, and I was re-elected secretary of our Auxiliary. We have just elected new officers now and Mr. Johoske is First Vice Commander of his Post, and I am being installed tonight as First Vice President of the Auxiliary. Daughter has no office this year, as her music and school-work keep her quite busy.

I really didn't mean to write such a volume, so will close, wishing you continued success.

MRS. ARTHUR JOHOSKE
Lima, Ohio

LIFE salutes the busy Johoskes, thanks them for good wishes, and hopes soon to welcome them as subscribers.—ED.

Normal & Worthy

Sirs:

LIFE has done more with this issue of its magazine to influence the general public into believing that members of the American Legion, and all veterans in general, are normal human beings and worthy citizens, than any periodical has done since the end of the World War. You have done this by making an interesting story of the ordinary veteran's home life; the ordinary post's activities in its community, and a picture history of their big annual celebration.

You have really done something this time.

WALLACE H. ROZELL, O.D.
Chicago, Ill.

(continued on p. 11)



All Rolled into One



IN Davencrepes you'll find a surprising accomplishment. All three of the important hosiery values are to be found in this one special kind of stocking:

One Invisible Extra Silk in every inch of every thread.

Two The lustrous and lively depth of Davenport Color.

Three Davenport High-Twist flexibility which spells fit, comfort and longer service.

Worth shopping for? You'll think so after you've worn a pair or two.

Davencrepes
BY
Humming Bird

Guarded by INVISIBLE EXTRA SILK
DAVENPORT HOSIERY MILLS, INC.
CHATTANOOGA, . . . TENNESSEE

Dollars for Laxatives Pennies for **PRUNES**



Yet **SUNSWEET** *Tenderized* Prunes are a wholesome gentle aid to regular habits . . . in a simple *natural* way

For ten or fifteen cents you can buy a carton of **SUNSWEET** *Tenderized* Prunes that will . . . well you know what prunes do for you.

Prunes share some of their virtues with other fruits. But they are in a class by themselves in this special way. They contain an *active laxative agent* known to be present in prunes, but *not known* to be present in any other fruits or vegetables.

Besides, **SUNSWEET** *Tenderized* Prunes are rich in fruit cellulose (meat of the prune), *food bulk* in its natural and most valuable form. You need the bulk.

Serve prunes some way every day. Every member of your family, children and grown-ups alike, need their

wholesome gentle *natural* regulating help. And be sure they're *Tenderized* **SUNSWEETS**. There's as much difference in prunes as in any other fruit. You can't tell the difference so easily because prunes are dried. But the difference is there just the same.

SUNSWEETS are prepared by the exclusive *Tenderized* process, and packed in flavor-tight *foil-sealed* cartons so that none of their fresh tender 'fruity' goodness can escape.

Look for the gold or silver foil cartons, the name **SUNSWEET**, and the word *Tenderized* across the face of the package. Three sizes of fruit: Medium, Large, and Extra Large, the size plainly marked on the carton. All are **SUNSWEET** *Tenderized* quality.

EAT 'EM LIKE CANDY

There's the test of really fine prunes!

Just open a carton of *Tenderized* **SUNSWEETS** and see for yourself what fine prunes they are.

And see what they do for you, too.

Some folks find that prunes eaten this way, just as they come from the carton, are even more effective than when they're cooked.

Try them and see for yourself.



SUNSWEET *Tenderized* **PRUNES**

Grown and packed by California Prune & Apricot Growers

Ass'n, San Jose, Calif. — Prunes, Apricots, Peaches, Pears

RECIPES AND HEALTH DATA FREE . . . SEND THIS COUPON OR A POSTCARD
SUNSWEET, Box 26, San Jose, California
 Please send me your 32 page book of **SUNSWEET** *Tenderized* Prune
 recipes together with information on the laxative and health values
 of prunes.
 Name _____
 Address _____
 City _____ State _____

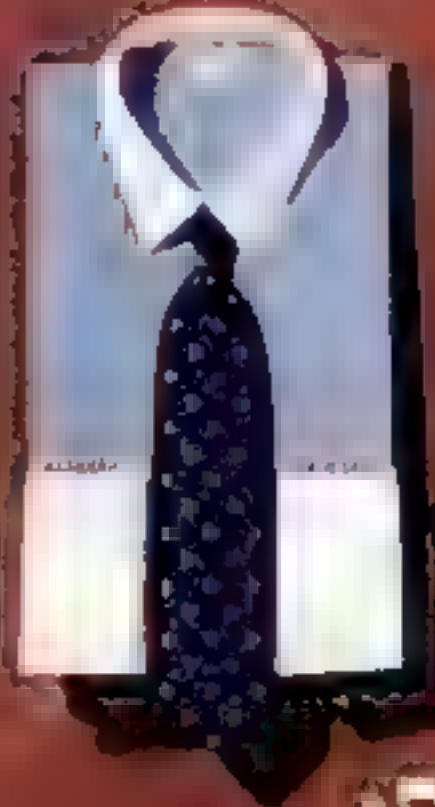
ARROW PRESENTS THE GREATEST SHIRT SHOW ON EARTH



2



2.50



3.50 (OTHERS 4.15)

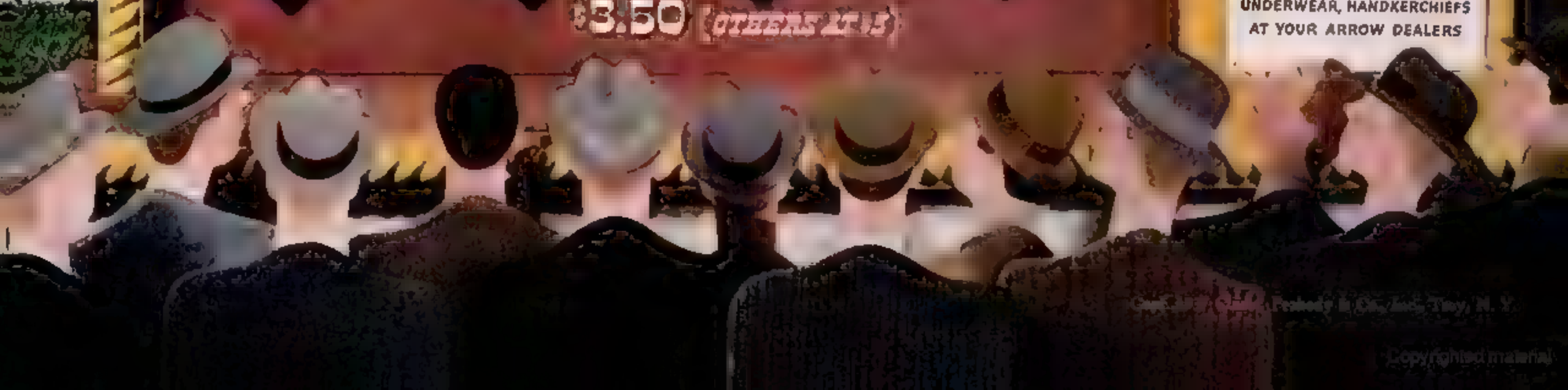
STEP RIGHT UP, GENTLEMEN, TO THE GREATEST SHOW OF SHIRT STYLES ON THE FACE OF THE EARTH. IT'S BREATH-TAKING IN SCOPE. AWE-INSPIRING IN VARIETY. COLOSSAL IN HANDSOMENESS AND INTEREST. AND REMEMBER, GENTLEMEN, EVERY SHIRT IS SANFORIZED SHRUNK...SUPERBLY TAILORED... BLESSED WITH GEN-U-WINE ARROW COLLAR! DON'T MISS IT, GENTLEMEN, DON'T MISS IT!




NATIONAL
ARROW SHOW

October 25th
to October 30th

SEE THE GREAT SHOW OF
ARROW SHIRTS, TIES,
UNDERWEAR, HANDKERCHIEFS
AT YOUR ARROW DEALERS





STEP RIGHT OUT IN SMART FALL STYLE

Step out this Fall in the suspender that outsteps them all... Paris "Free-Swing." You'll appreciate their smart style... and the comforting accommodation of the Paris "Free-Swing" back—widely imitated... but never duplicated. Paris alone provides the patented leather-link pivot that always yields with every body motion... but never skids... never strains... never pulls. Because Paris outmodes any suspender made... it outsells any suspender sold. \$1—\$1.50. Get several pairs... one for each suit... but surely get Paris.

A. STEIN & COMPANY
Makers of Paris Garters, Belts and Girds
Chicago • New York • Toronto • Buenos Aires

PARIS
Free-Swing
SUSPENSERS
Can't skid off your shoulders

LETTERS TO THE EDITORS

(continued)

On Chiffonier

Sirs

My attention was arrested by a photograph of a legless Negro war veteran marching in the recent Legion parade.

I think war is a horrible thing—men die and are maimed. Occasionally one emerges, like this same Negro, with a wide grin and colors still flying.

I cut out this same picture and put it on my chiffonier along with a picture of my girl. I can't tell you how much I admire this sepien hero. . . .

R. A. SAXON

Erie, Pa.

Bathing Suit

Sirs

Possibly your readers—those apparently amazed at the life of a bathing suit—have never heard of "canning" the garment at the end of the season in an ordinary Mason jar? Even the hardest moths failed to enter in some ten years.

HERBERT B. LAKE

Youngstown, Ohio

Sirs

Mr. Chadwick's bathing suits do not seem unusual to me, for I bought mine in 1924, and I expect to have it for a few more years. It has not had any special care, being kept only in a dresser drawer when not in use. I even cut the back out when backless suits "came in."

JUNE BAUGHMAN

Decatur, Ill.

X-rays

Sirs

I wish to comment on the X-ray photograph representing a pair of "scissors" left within the peritoneal cavity of one Mrs. Banks of Catonsville, Okla. (LIFE, Oct. 11). In the first place I think the casual eye will reveal to almost anyone familiar with the simplest surgical instruments that the black shadow in this case is cast not by a pair of scissors but by a small Jones hemostat.

This however is only a minor technical correction. The more serious criticism which I have to offer concerns your judgment in publishing this type of photograph. The damage which it will do in creating the wrong impression in the mind of the laity will, I am sure, far exceed its educational value. Unfortunately this type of thing does happen but the instances are extremely rare.

To remind people of this scant possibility amounts to a suggestion which I hardly feel is a healthy one. I am already anticipating a number of future patients with vague post-operative discomfort or pain requesting or demanding X-ray pictures to assuage their pangs of apprehension.

HOWARD A. JOHNSON M.D.
Uniontown, Pa.

Sirs

May I join the probable multitude of persons who will inform you that the instrument... is not a pair of "surgical scissors" but a pair of haemostatic forceps, probably of the Kelly or Rankin-Kelly type.

JAMES G. M. WEYAND M.D.
Rochester, Pa.



Lake of the Isles Boulevard—one of the most charming sections in a beautiful city—Minneapolis. In the Lake of the Isles District 55 homes of well known Minneapolisians are equipped with Iron Fireman's automatic coal burners. No matter how cold the days—how long the winter—Iron Fireman is always on the job, providing an abundance of luxurious automatic coal heat at low cost.

INSTALL Iron Fireman IN YOUR FURNACE Now

HAVE PERFECT AUTOMATIC HEAT AND SAVE MONEY

TAKE a short cut to automatic home heating. Install an Iron Fireman automatic coal burner in your present furnace. Result: an automatic firing system that gives perfect warmth, saves fuel dollars and adds immeasurably to the joy of living.

Iron Fireman is a perfect servant. It starts the fire in the morning before you arise. It purrs along through the day, feeding coal to the fire, sending up gentle abundant heat, keeping rooms warm, floors warm. It banks the fire at night; works while you sleep; silent, thrifty, reliable. It does the firing job you've never liked to do, and does it much better. Does it *cheaper*, too. Iron Fireman uses the small, low cost sizes of coal. Gives you ideal automatic heat at substantial savings over other types of automatic fuels and—believe it or not—usually costs even less than hand-firing.

Install Iron Fireman now. With your home in the summer zone you can laugh at winter, laugh at those old days when rooms were too hot or too cold, fuel costs were sky-high and furnace tending was an irksome, never-ending job.

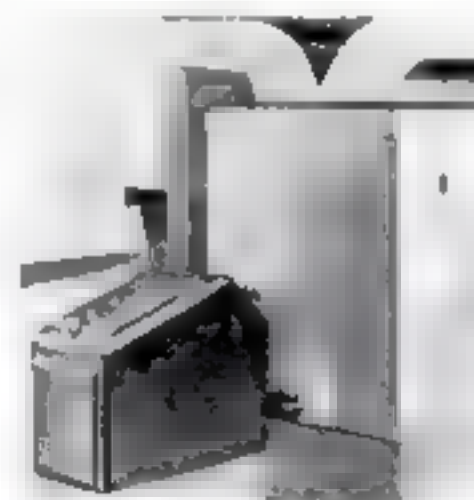
Iron Fireman prices are the lowest in history; mechanical excellence is at its highest. Always the outstanding leader in its field, Iron Fireman is more than ever your inevitable choice in automatic heating equipment just as it has been for tens of thousands of home owners.

Write for literature, or ask your dealer to make a free firing survey outlining what Iron Fireman will do for you. But do it now—winter is just ahead! Iron Fireman Manufacturing Co., Portland, Oregon; Cleveland, Ohio; Toronto, Canada. Dealers everywhere.



For Cottages and Mansions

See how Iron Fireman's automatic coal handling feeds fuel from bin to fire—quickly, automatically warms your furnace, hot water, steam or vapor vacuum boilers. A gift for every home small or large.



New or Old Heating Plants

Streamlined De Luxe hopper models are as able for basements where a Coal Fire installation is not practical. All Iron Fireman models are equally adapted to new or old heating plants, are quickly installed and may be purchased on easy terms.

IRON FIREMAN AUTOMATIC COAL FIRING EQUIPMENT



☐ Send "Story of Fire" Booklet ☐ Send catalog

Name

Address

(Mail to Iron Fireman Mfg. Co. 3293 W. 106th Street, Cleveland, Ohio)



He took his brewery with him

MAKE THIS TEST!

DRINK Budweiser FOR FIVE DAYS.
ON THE SIXTH DAY TRY TO DRINK
A SWEET BEER • YOU WILL WANT
Budweiser's FLAVOR THEREAFTER.



Order a carton for your home
NO DEPOSIT REQUIRED

The Emperor Charlemagne had to be a traveling man to build his empire. Although beer was already well established in Europe in 800 A.D., Charlemagne refused to experiment with local brews. He took his brewmaster with him... Today there is one beer known to travelers the world around. They know it to be always good. They know it to be always uniform. They know it is BUDWEISER.

Most people know that fine beer is always thoroughly aged, but few people know that barley from which it is made must be aged too. This permits Nature to effect certain valuable chemical changes. All barley for BUDWEISER is thoroughly seasoned in modern, ventilated elevators in our own plant before it is malted.

Adolphus Busch, Jr.
PRESIDENT

ANHEUSER-BUSCH • ST. LOUIS

Budweiser

KING OF BOTTLED BEER

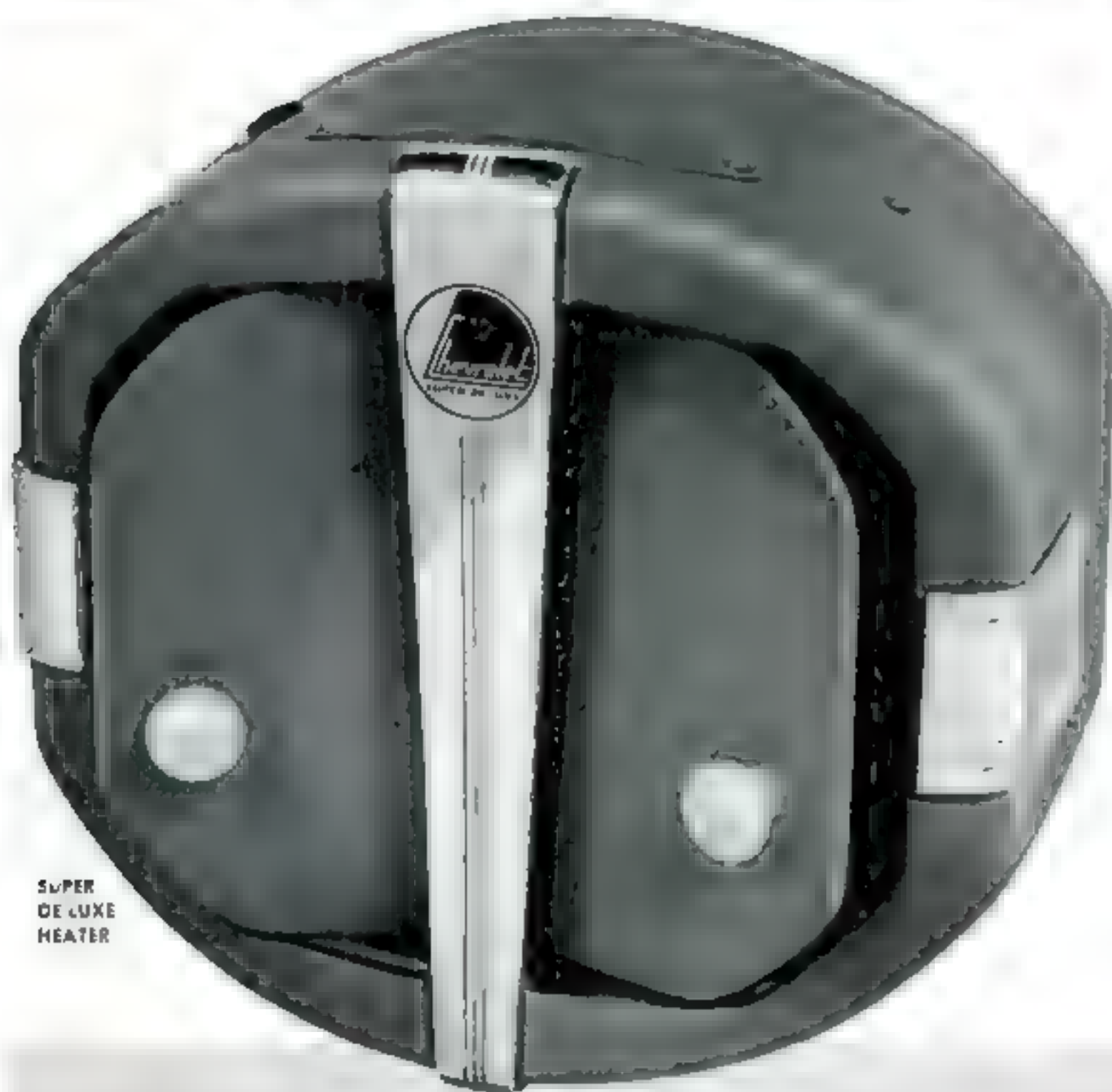
A N H E U S E R - B U S C H • S T . L O U I S



Go to HEADQUARTERS FOR WINTER ACCESSORIES

For all Winter Driving Needs

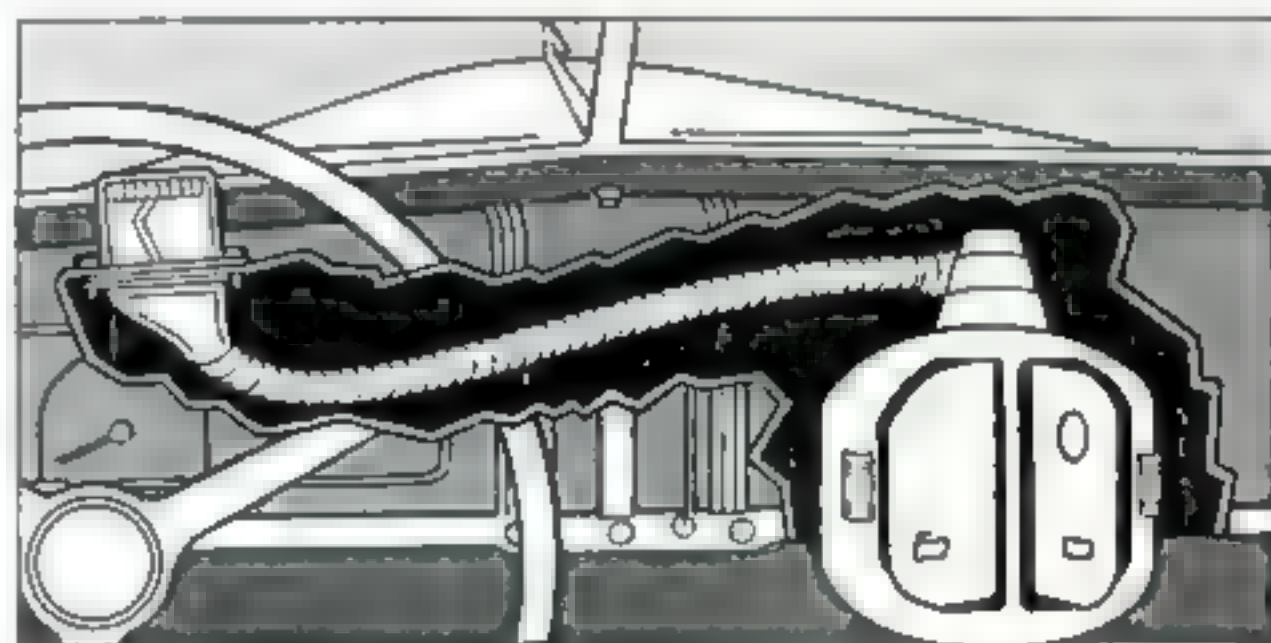
GO TO YOUR CHEVROLET DEALER!



SUPER
DE LUXE
HEATER

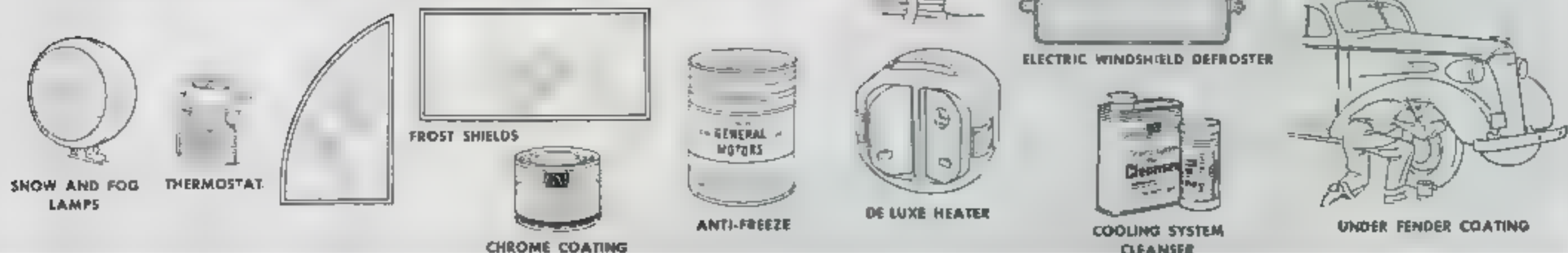
Winter—with freezing temperatures, ice, sleet and snow—will soon demand the safety, comfort and protection of a heater, defroster and anti-freeze. Be prepared! Get these and other winter driving needs—all in one trip to your Chevrolet dealer! Buy a Genuine Chevrolet Hot Water Heater—the heater that forces 5-way heat into your car, heat for the front seat; heat for the rear seat; heat for your feet; heat for defrosting the entire windshield—and heat in volume to suit all degrees of cold. Expert installation, highest quality and attractive prices guarantee value and satisfaction. Buy from your Chevrolet dealer.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICH.



For maximum safety, buy your heater equipped with the new Chevrolet Safety Defroster. Available in both single and double outlet types.

**FOR COMFORT AND SAFETY
CHOOSE THIS NEW 5-WAY
HEATER . . . IT DEFROSTS THE
WINDSHIELD AS IT HEATS THE CAR**



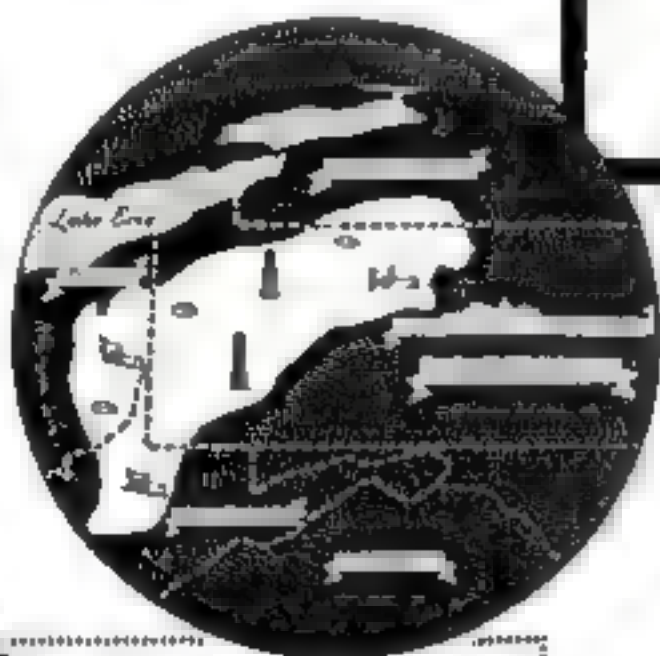


"Who-o-a-a! Can't seem to make it tough for motorists like I used to."



The symbol above is the emblem of the Pennsylvania Grade Crude Oil Association. It is not a brand. It is a guarantee of source and quality. Its use is permitted only on oils certified under bond to be 100% Pure Pennsylvania and up to Association quality requirements.

The light area on this map is the only place where Pennsylvania Grade Crude Oil is obtained. Motor oils refined from this crude are noted for excellent lubrication, for ability to let your motor start readily, to flow freely at all temperatures, and to last longer.



FREE!

An illustrated booklet that answers your questions about Pennsylvania Oil and car lubrication. Send for your copy. Please use the coupon.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
OIL CITY, PENNSYLVANIA

Please send me free and postpaid, your new book

NAME _____

ADDRESS _____

CITY _____ STATE _____

E 10 5 77

Foiled!...

says that villain

OLD MAN WINTER



Too many folks are on to the secret of that little Pennsylvania emblem.

I'm licked when there's an emblem Pennsylvania oil in the crankcase!"

FROM zero up or zero down, these emblem-bearing Pennsylvania Oils give your motor complete, dependable, safe lubrication. And they give it, not because of any refining "miracle", but because they come from better raw material. Emblem Pennsylvania Oils — there are many brands — are made entirely from Pennsylvania Grade Crude Oil, a superior crude oil found in only one small district in the world.

Even in coldest weather, oils refined from Pennsylvania Grade Crude flow freely. They spurt into immediate action. They refuse to break down and join forces with loose chemicals to cause internal injury to your motor. Result — a quick start without drain on your battery, and rich, thorough lubrication from the instant your crank-shaft turns.

Pennsylvania Grade Crude Oil Association, Oil City, Pennsylvania

Copyright 1937 Pennsylvania Grade Crude Oil Association

BETTER OILS *from the* GROUND UP!



This Christmas..Go Modern!

Give the world's first and only

"CUSTOM-CURVED" wristwatch..the new **GRUEN CURVEX***



A—CURVEX PEER 17 jewel Precision, 14 kt. yellow gold filled case \$50
CURVEX TRUMPH 5 m. or 10 the Curvex Peer, with matching link band \$55

B—CURVEX DUKE 17 jewel Precision, 14 kt. yellow gold filled case \$50

C—LADIES' CURVEX COUNTESS 17 jewel Precision, 14 kt. yellow or white gold filled case \$42.50

ADJUST—LADIES' CURVEX CONSORT 17 jewel Precision, 14 kt. yellow gold filled, 4 diamonds, \$55. Each GRUEN CURVEX comes in this attractive (patented) box, molded of rich blue P.oston.

D—LADIES' CURVEX PEERESS 17 jewel Precision, 14 kt. yellow gold filled case \$55

E—CURVEX MARSHALL 17 jewel Precision, 14 kt. yellow gold filled case \$59.50

CURVEX MAJOR . . . Similar to the Curvex Marshall, with leather strap \$55

F—CURVEX MAJESTY 17 jewel Precision, 14 kt. yellow gold filled case \$59.50

CURVEX COLONEL . . . 5 m. or 10 the Curvex Majesty, with matching link band \$67.50

TRY a new GRUEN CURVEX on your wrist. Then you'll know, *instantly*, what a welcome gift this modern watch will be for *the* special name on your Christmas list.

Because it's "custom-curved," it fits the wrist snugly.

Because it's "custom-curved," new beauty of design is achieved.

And the new GRUEN CURVEX is as accurate in timekeeping as it is beautiful in appearance. Each GRUEN CURVEX contains the revolutionary movement that's curved to fill the wristform case. This provides greatly increased room for

Copyright 1937, The Gruen Watch Co.



Here Gruen combines the beauty of a curved case with the accuracy of a full-size movement actually curved to fill the wristform case. Even if the case were removed, the revolutionary Curvex movement still would conform to the curve of the wrist.



A curved case only. The conventional flat movement, conflicting with the shape of the case, is relatively small and fragile. Accuracy is sacrificed to appearance. The cases in the diagrams above are the same size. But notice the difference in the movement!

*Trade Mark reg. U. S. patent office. No other manufacturer is permitted to make the Curvex or to use the name.

working parts — sturdier mountings, greater precision — and more accurate timekeeping.

In all the world, only Gruen makes such a watch — only the GRUEN CURVEX offers you the superiority of a sturdy, curved movement.

These sensational wristwatches are now on display at your Gruen jeweler's. CURVEX for women, from \$42.50. CURVEX for men, from \$50. Other Gruen watches, from \$24.75 to \$250; with precious stones, up to \$2500.

THE GRUEN WATCH COMPANY
TIME HILL • CINCINNATI • U. S. A.

In Canada: Toronto, Ontario



LISTEN IN to Gruen's great radio program "THE TIME OF YOUR LIFE!"
Every Sunday evening over the NBC Red Network, 5:30 to 6:00 P. M., E. S. T.

GRUEN CURVEX*

There is only ONE CURVEX* and ONLY GRUEN makes it

Copyright 1937, The Gruen Watch Co.



East View, Time Hill Plant.
The Gruen Watch Company
Cincinnati, U. S. A.

SPEAKING OF PICTURES . . .



Seventy years ago, when Pach Bros. began photographing great Americans, America was a lightly-taken country cousin of Great Britain. Today America is, on the recent word of Great Britain's Prime Minister, "the most powerful country in the world." Hence Pach Bros.' current retrospective exhibition in Manhattan, from which the pictures on these pages were taken, is more than a superb collection of portraits. It is also a timely and thrilling record of the empire-builders whose legacy of power is at once the source of modern America's greatest pride and greatest problems.

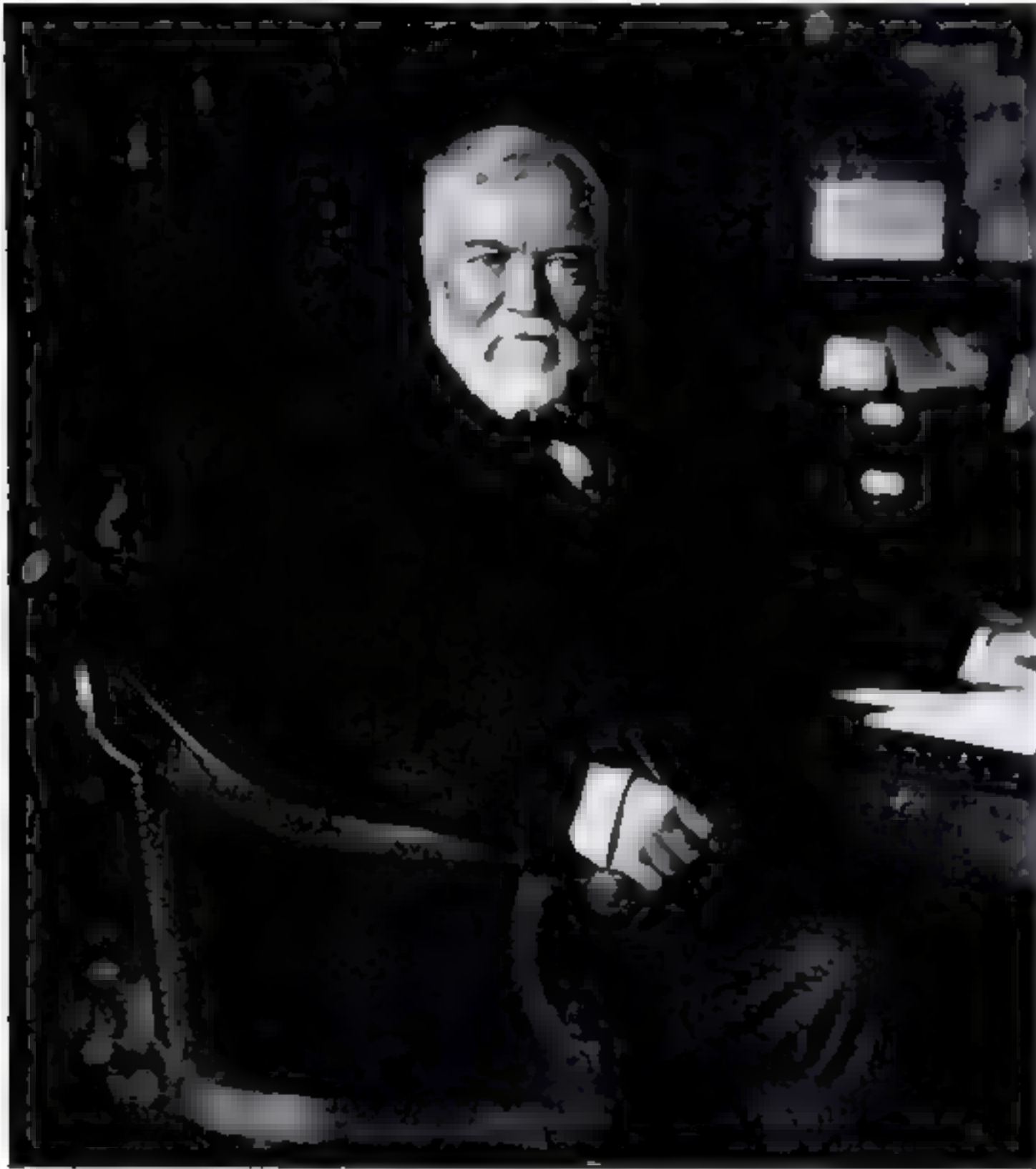
Pach made no finer portrait of a more significant history mover than that (*above*) of Elihu Root at 58.

As the most brilliant late-19th Century business lawyer, he helped mightily, with no thought of social consequences, to bring to birth the Age of Corporations.

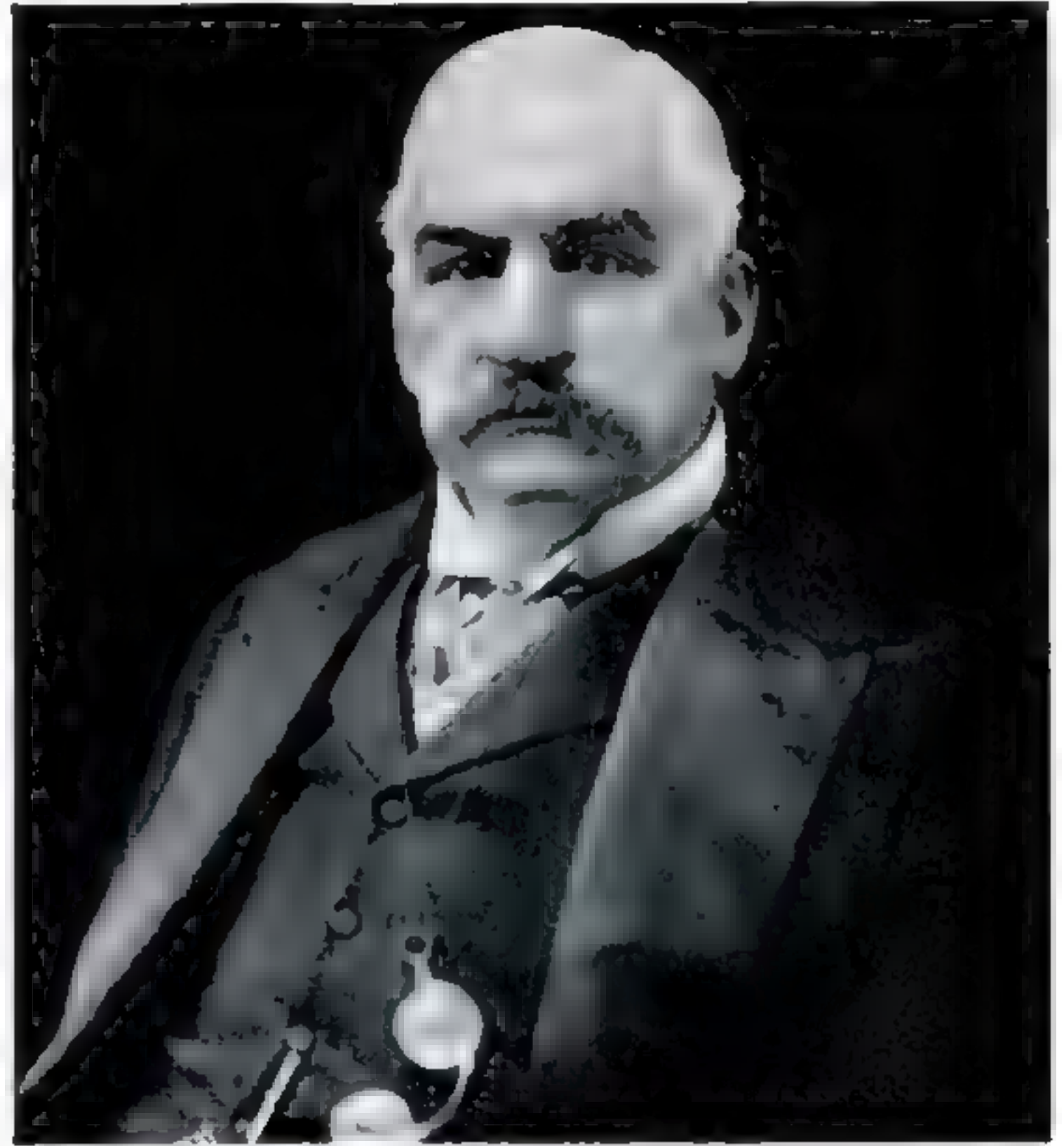
Mounting to public service as the century turned, first as McKinley-Roosevelt Secretary of War and then as Theodore Roosevelt's Secretary of State and best adviser, he helped bring to flower the age of American imperialism. Creating the modern U. S. Army, devising the governments of Cuba, Puerto Rico and the Philippines, brandishing the Roosevelt "big stick," he made America felt and feared throughout the world.

Then, as America emerged as a world power, Elihu Root emerged as a world citizen. His last years were given to the cause of international law and justice. He designed the World Court, strove mightily to win America to it. He lived to see a last defeat in 1934. But in 90 years Elihu Root had learned patience, and he died serene in a faith which could almost have predicted the current reassertion by the second Roosevelt of his gospel of the responsibility of power.

... THESE ARE EMPIRE-BUILDERS BY PACH



Andrew Carnegie (1835-1919). Son of a weaver, his era's most daring industrialist and best judge of men, he was the first great American steelmaster, made America the greatest steel-producing nation, sold out to U. S. Steel Corp. in 1901 for \$250,000,000. He founded Carnegie Endowment for International Peace, built The Hague Peace Palace.



John Pierpont Morgan I (1837-1913). Son of a banker, he best exemplified the tremendous personal prestige of the empire builders. He rescued the gold-short U. S. Treasury in 1895, founded U. S. Steel Corp. Pioneer lender of American money to foreign governments, he was first to make a private American banking house a power in international finance.



Edward Henry Harriman (1848-1909). Son of a preacher, shrewdest of the great rail-road builders, he rose from mastery of Union Pacific to control of \$5,000,000,000 worth of transportation. Japan balked his plan for a world-circling system through Manchuria. A pioneer of the holding company, he was called by Roosevelt I an "undesirable citizen."



John Davison Rockefeller I (1839-1937). Son of a peddler, he made himself the world's richest man. Creating in Standard Oil the first and greatest of U. S. trusts, he set the pattern of corporate giantism, did more than any other man to bring down on Business the shackles of Government regulation. In age he gave wisely to the public \$530,854,000.

"WE KNOW HOW TO SQUEEZE THE MOST SILVER OUT OF A DOLLAR!"



1. "Pity This Poor Working Girl? You needn't! I'm doing better than plenty of folks I used to envy—by seeing to it that my money gets me Wm. Rogers & Son reinforced silverplate. It's so beautiful. And costs so little—surprisingly little for such high quality!"



2. "I'm Wise to Silver—wise enough so that a babel of brand names can't fluster me. I make sure I'm really getting Wm. Rogers & Son flatware by looking for that Wm. Rogers & Son (IS) hall-mark—my assurance that it's made by the International Silver Company, the world's largest makers of fine silverware."

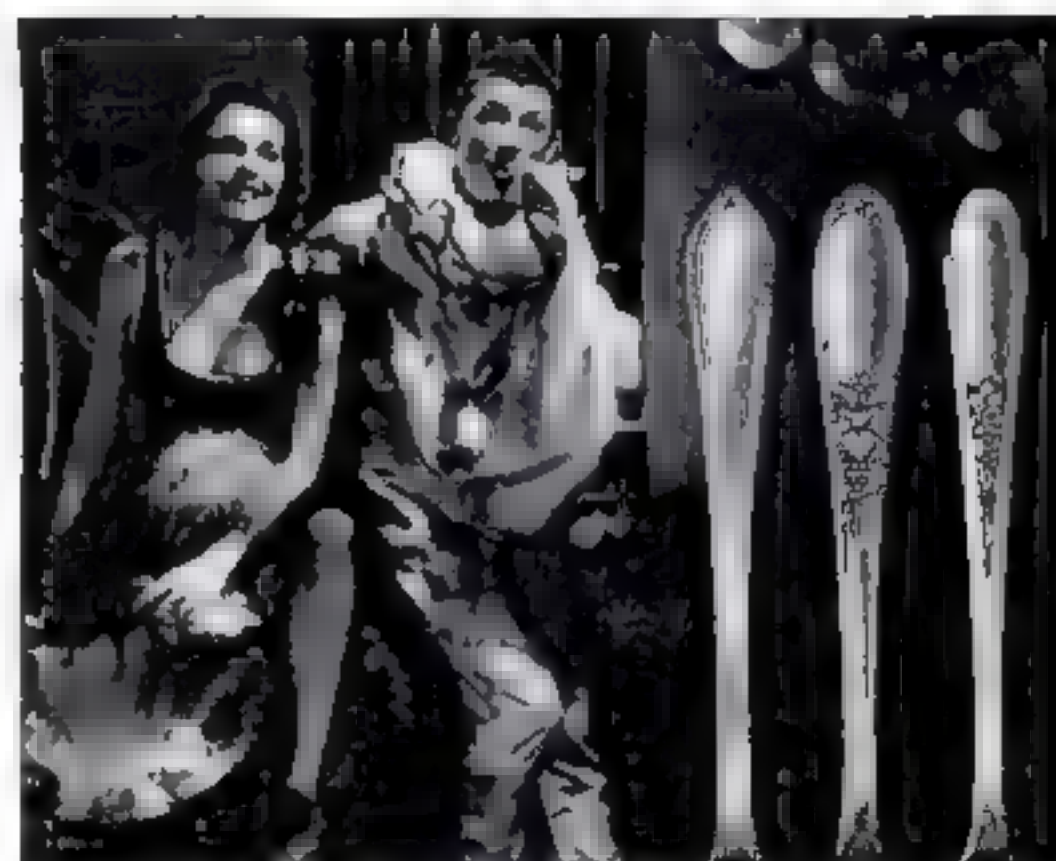


This Complete 51-Piece Service For Eight
"CHEST OF PLENTY"
Only **\$29.95**
Contains 8 dinner knives, 8 dinner forks, 16 teaspoons, 8 dessert spoons, 8 salad forks, 2 tablespoons, and 1 serving fork.
Time Payments Most Helpfully Arranged

3. "Me for this Stunning 'Chest of Plenty'! It's positively the most and loveliest silver your money can buy, complete with sumptuous walnut-grained prevent-tarnish chest free. Easy to buy, easy to pay for. And Wm. Rogers & Son also offers a 25-piece set for only \$16.75!"

Wm. Rogers & Son
Reinforced Silverplate

INTERNATIONAL SILVER COMPANY, MERIDEN, CONNECTICUT



4. "Make Mine Gardenia—but you simply can't go wrong on any of these smart, beautiful Wm. Rogers & Son patterns. This is silver to be proud of, to be happy with for life. It carries a full replacement guarantee." (Patterns shown, l. to r., "Georgic," "Burgundy," "Gardenia")

SPEAKING OF PICTURES

(continued)



Samuel Sloan (1817-1907) is representative of the solid lesser businessmen who lived and wrought in the age of empire builders. Irish-born, he worked from bottom to top of a New York importing firm in 25 years, turned at 40 to the railroad business. For 32 years he was president of Delaware, Lackawanna & Western R. R.



Mrs. Samuel Sloan (1822-1913). Whatever their business ethics, the empire builders and their admiring contemporaries were as a rule devoted church and family men. As is written plain in the faces of Mr. and Mrs. Sloan, they and their wives had "character." Strong Mrs. Sloan bore her husband eleven children.

C'mon Kids! DAD SAYS O.K.!



● Happy, carefree, bursting with energy, unconscious of danger—yet there's a way to get them to drive carefully! Scores of parents have tried it. The whole family has joined the "NOT-OVER-50" Club and pledged—each and every one—not to drive over 50. In each case the little red arrow on the speedometer has helped them keep their pledge.

Don't drive over 50! No matter how good your brakes, you may not stop in time. Lumbermens founded the "NOT-OVER-50" Club as its contribution to the national campaign for safety. It has over 125,000 members. They pay no dues, nor do they have to buy anything. They just promise—sincerely and honestly—not to drive over 50—the point where fatal accidents begin to pile up. Your family should join, too. Mail the coupon today!

Auto Insurance At Cost

The "NOT-OVER-50" Club is typical of the efforts which Lumbermens is making to reduce auto casualties. And Lumbermens is repaid in turn because safety measures which reduce accidents among its policyholders lower its losses. Lumbermens policyholders benefit, too, because they have always received cash dividends made possible by these lower losses and the company's economical management. So, this activity means lower auto insurance costs for everybody. Further, Lumbermens insures only careful drivers. That means fewer claims to pay. Its careful, economical management saves still more money. And what's saved increases dividends to Lumbermens policyholders. It means saving with safety—insurance at cost—and at a low net cost!



Red Arrow Warning



Rear Window Insignia



Safe Driving Pledge

SAFETY ENOLMS FREE

You do NOT have to be insured by Lumbermens to join the "NOT-OVER-50" Club, nor do you place yourself under any obligation. Fleet owners may have insignia for every car.



LUMBERMENS MUTUAL CASUALTY COMPANY

JAMES S. KEMPER, President

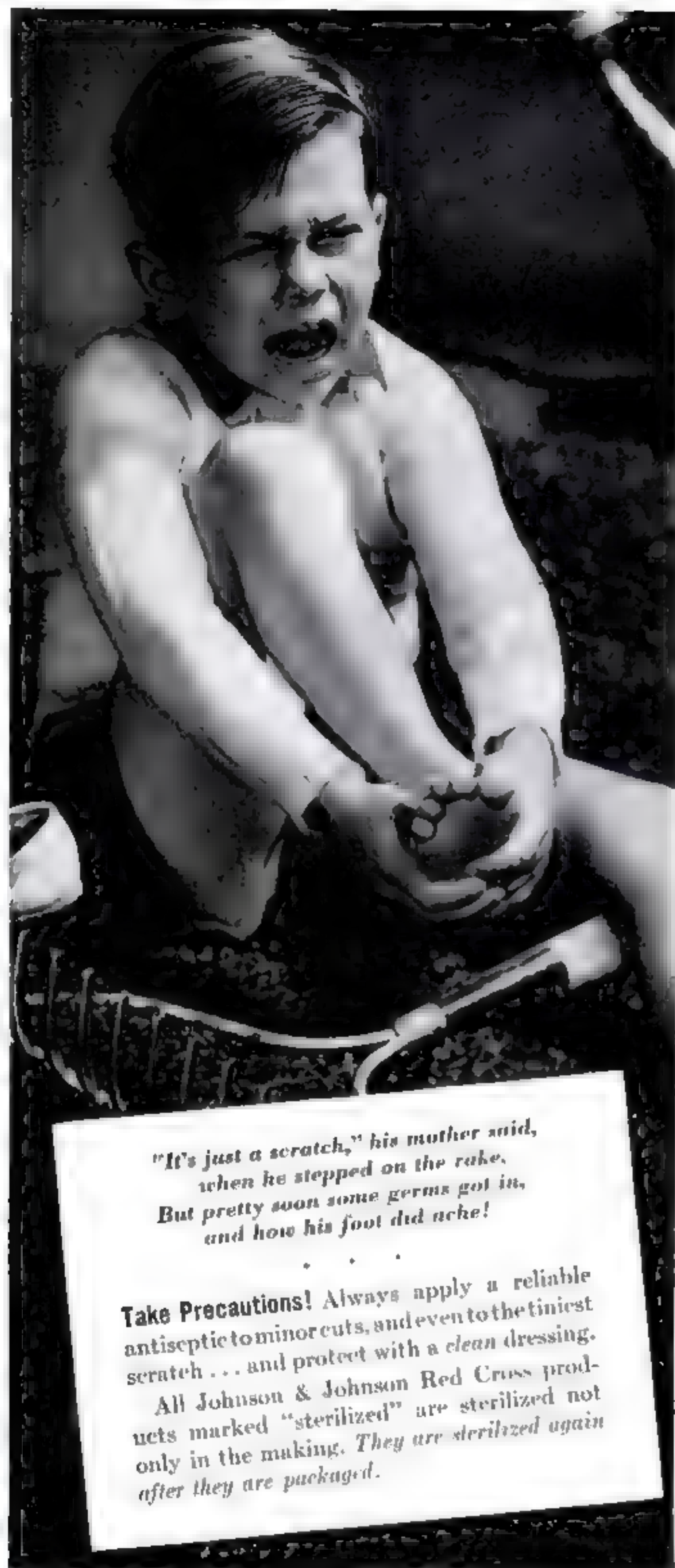
Save with Safety in the "World's Greatest Automobile Mutual"

HOME OFFICE: MUTUAL INSURANCE BLDG., CHICAGO, U. S. A.

"NOT-OVER-50" CLUB, 4750 Sheridan Road, Chicago, Illinois
Please send me _____ safety packets described above. I understand that these insignia are free and that this places me under no obligation. _____ Also send me your booklet *How Careful Driving May Pay You a Dollars and Cents Return.* L-6

START
SAVING LIVES
Today

Name _____
Address _____
City _____ State _____



Johnson & Johnson
RED CROSS
COTTON · GAUZE · BANDAGES



HE'S GOING TO HAVE A LONG LIFE . . .

A highball made with Canada Dry Water is sure to have a long life...and that means a fresher taste... because the sparkle *lasts*. Canada Dry Water is so lively, you can leave an opened bottle in a refrigerator. Twenty-four hours later it will still sparkle with life. Or pour Canada Dry Water into a champagne glass and notice the lively, steady "Champagne" Sparkle. There's a reason for the extraordinary zest of Canada Dry Water. It's PIN-POINT CARBONATION, a special Canada Dry process.

Now at new low prices.



**THE WATER WITH THE
"Champagne" SPARKLE**



SERVEL ELECTROLUX FREEZES WITHOUT NOISE, WITH NO MOVING PARTS



Simplicity! A tiny gas flame does the work in Servel Electrolux. There's not a moving part in its freezing system to cause friction or noise . . . not a moving part to wear or need costly repairs. That's why owners can report -as does J. M. Nachtigall of Omaha- "I've enjoyed the service and comfort of a Servel Electrolux refrigerator for nearly five years, and it is still in as good shape as when I got it."



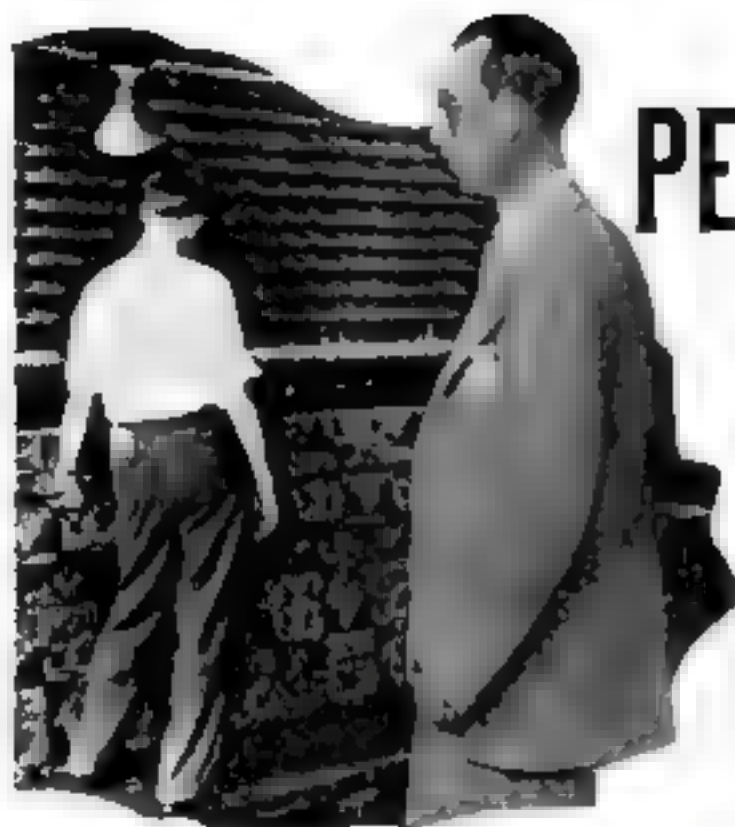
Savings! Families find that they're saving money ahead, year after year, with Servel Electrolux. This different, modern refrigerator saves on food bills, on operating cost and on upkeep.



**SERVEL
ELECTROLUX**
THE *gas* REFRIGERATOR

Lasting Satisfaction! Friends tell friends about Servel Electrolux . . . and every year more and more people are replacing older type refrigerators with it. See it at your gas company or neighborhood dealer's.

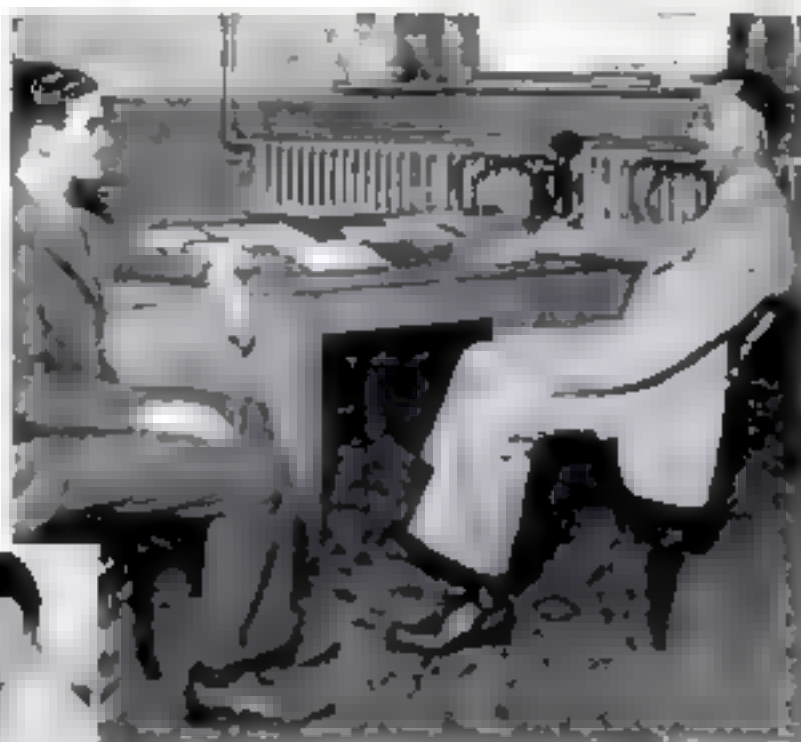
FOR SUBURBAN AND RURAL HOMES, SERVEL ELECTROLUX RUNS ON KEROSENE OR ON BOTTLED GAS. WRITE FOR DETAILS TO: SERVEL, INC., EVANSVILLE, INDIANA



PERSONNEL MAN PARTICULAR ABOUT FOOTWEAR

MR. SALLEY of the Bigelow Sanford Carpet Company says comfortable shoes help in winning friends and influencing people

"Sometimes I walk through the plant," said Leon F. Salley, Personnel Manager of Bigelow Sanford Carpet Company, "and see a man 'out on his feet'... simply because he's wearing the wrong kind of shoes. So I call him into the office for a little friendly advice. For his own sake, as well as for the sake of the Company, we want his feet to be healthy."



"That's why, whenever a man comes in for an interview, I always size up his shoes. For, other things being equal, I'll bank on the man with healthy, vigorous feet. You see, I know from sad experience the importance of sound and youthful feet."

"For years I tried many kinds of shoes... But most of them 'tried me sorely,' affected my disposition. As personnel man at this plant I cannot afford to be out of sorts. That's why I wear Wright Arch Preservers myself, recommend them to others."



If you are tired, cranky, irritable—look at your feet. For aching feet are responsible for many mental ills. That's why smart men like Mr. Salley—and others in all walks of life—are wearing Wright Arch Preservers. These smartly-styled, trouble-preventing shoes have four patented features: protective doubly-anchored arch bridge—absolutely flat forepart—scientific metatarsal support—heel-to-ball fitting. They'll keep your feet fit as a fiddle—and put you right in step with fashion... Mail the coupon today for free booklet, "New March-of-Style Models."

WRIGHT ARCH PRESERVER SHOES FOR MEN

E. T. WRIGHT & COMPANY, INC. — Dept. L-2 — Rockland, Mass

Gentlemen: Please send me free booklet, "New March-of-Style Models."

Name _____
Street _____
City _____ State _____

HOPE THE BOSS WON'T
SEE HIM IN THAT
MORNING-AFTER FOG!



Then he learned how to
LOOK fit, FEEL fit—FASTER!



Alkalizes—Makes you
feel fit FASTER!

● It never pays to look like last night's party! Better take Bromo-Seltzer!

Doctors found it faster than any other remedy they tested. It does more, too. Stops your headache—settles your stomach—soothes your jerky nerves. Also ALKALIZES.

Get Bromo-Seltzer at all drugstores, soda fountains. Keep it at home, too.

BROMO-SELTZER





Here's Douglass Montgomery, Columbia's bright star now appearing in "Life Begins With Love". All set to take movies of his favorite sport.

\$9.95 MOVIE CAMERA MAKES MEMORIES LIVE FOREVER!



MOVIE STARS who can afford the best, as well as thousands of other people, are keeping exciting football memories alive with the amazing \$9.95 UniveX Cine "8"—the only camera that takes theatre-quality movies at less cost than ordinary snapshots.*

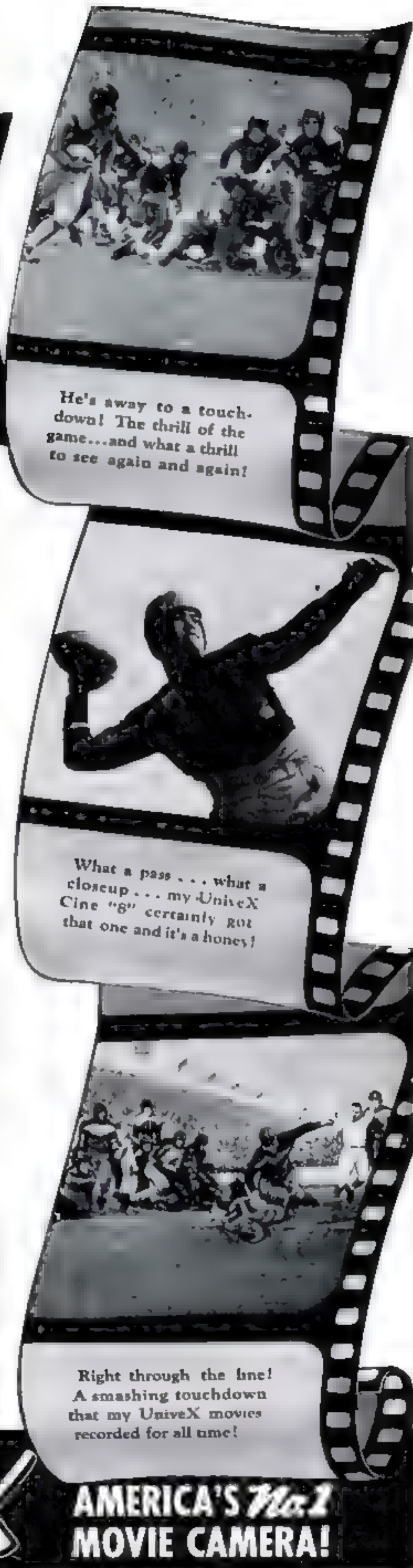
Compact, lightweight, easy to load and operate! No wonder that today you see more UniveX Cine Cameras at sporting events than those of all other makes combined.

FREE DEMONSTRATION

See your dealer today. Let him demonstrate the startling simplicity and perfection of the UniveX Cine "8". Then you'll realize why anyone can now take all the movies they want without counting the cost. Universal Camera Corporation (World's Largest Unit-Manufacturers of Cameras) New York City ... Chicago ... Hollywood.

*The UniveX Cine "8" uses the 30-foot UniveX Cine film that costs only 60¢ a roll, and takes as many scenes as 60 feet of expensive 16mm. film.

CINE '8'
UniveX



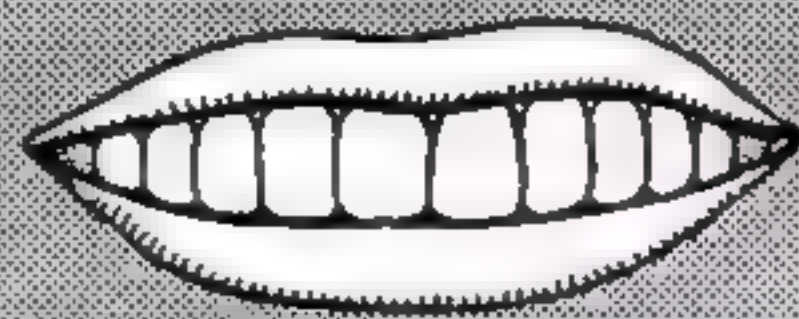
He's away to a touchdown! The thrill of the game...and what a thrill to see again and again!

What a pass... what a closeup... my UniveX Cine "8" certainly got that one and it's a honey!

Right through the line! A smashing touchdown that my UniveX movies recorded for all time!

**AMERICA'S No. 1
MOVIE CAMERA!**

THE BITING TRUTH



**LUCKY
DOG**

DOGS ARE IMMUNE TO DENTAL CARIES (**DECAY**), WHILE MONKEYS SUFFER FROM IT AS HUMANS DO. IN A RECENT EXPERIMENT, **DECAYED HUMAN TEETH** TRANSPLANTED INTO A DOG'S MOUTH WERE RENDERED **STERILE** IN 4 DAYS

**DANGER
AGE 32**

THE PERIOD OF GREATEST DENTAL EFFICIENCY IS THAT BETWEEN AGE 22 and 32. AFTER THAT, WATCH YOUR TEETH CAREFULLY. INCREASE THE FREQUENCY OF YOUR VISITS TO THE DENTIST. BRUSH WITH GREATER THOROUGHNESS THAN BEFORE

**NO MEN
ALLOWED**

THIS YOUNG LADY IS A GRADUATE OF THE TOKYO LADIES DENTAL COLLEGE, WHICH IS **EXCLUSIVELY FOR WOMEN**. LATEST STATISTICS INDICATE **1** OUT OF EVERY **13** DENTISTS IN JAPAN IS A WOMAN



The first real improvement in years... a SOAPLESS Tooth Powder

Tooth powders made with soap are good enough in their way...

But for cleansing such as you have never known... for lustre and brilliance that dazzle... for mouth freshness that delights... try the new Listerine Tooth Powder. *It is made without soap*—positively not a trace.

Gone is that unpleasant after-taste of soap. Gone also the strong flavors used to cover up that taste. Yet the wonderful foaming effect remains.

Satin-Soft Polishers—Omitting soap from Listerine Tooth Powder enabled us to use, for the first time, gentle polishers and cleansers, 100% more costly... satin-soft in texture, swift in action. They were "chemical enemies" of soap... could not

be used in its presence. Now they are yours.

Foamy Without Soap—In soap's place we introduce an amazing ingredient. It is "friendly" to these new polishing and cleansing agents. In its own right, it is the cleansing sensation in the scientific world. In one industry after another where 100% cleansing is required, this remarkable innovation has supplanted soap. We apply it now, for the first time in this better tooth powder. Note its foaming qualities, the fresh, youthful feeling it gives to your mouth.

Lay aside old-fashioned, lazy tooth powders and try this new soapless one. Its utterly different action, its real economy will simply delight you.

LAMBERT PHARMACAL CO., St. Louis, Mo.



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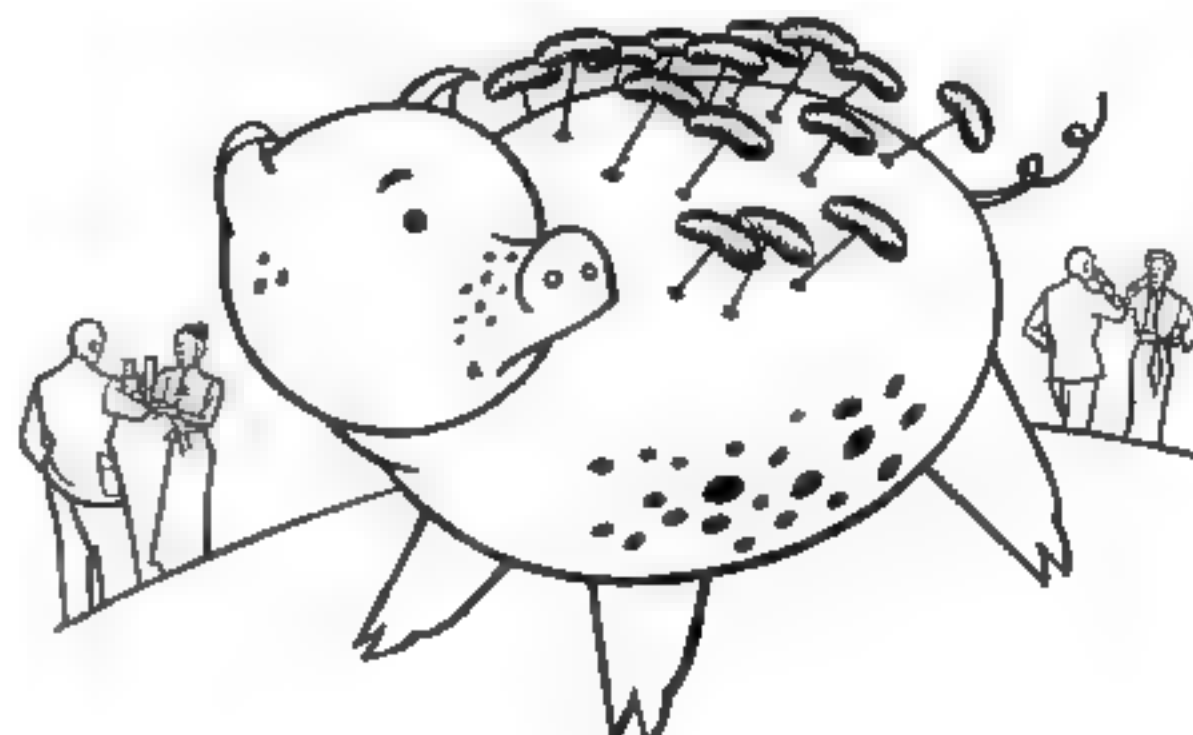
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Look around at cocktail hour



and see how many are now asking for whiskey and White Rock. That's because it's not a sweet mixture, but a dry, keen drink... a real appetizer.

White Rock
on the alkaline side



Obviously Limited in Supply

● This 15-year-old cognac is available in choice, small quantities — for that select few who desire nothing but the finest in brandy. Yet, the price is pleasingly popular.

84 PROOF



MONNET
COGNAC
Finest French Brandy

Your Guide to  Good Liquors

NATIONAL DISTILLERS PRODUCTS CORPORATION SHAW IMPORT DIVISION, NEW YORK

KEYS TO GOOD EATING



THIS CAN-OPENER DATES BACK to the Spanish-American War. So good as now because this woman always "cooked her own" before she discovered her favorite soup all ready-to-serve in 37-labeled tins. It's Heinz thick and fast-fooded, buck-of-the-stove Vegetable Soup.



CAN-OPENERS PAST AND PRESENT—Showing the evolution of the can-opener during the last sixty years. Originally regarded as equipment for soldiers, later as a dodge for harassed housewives, the can-opener now achieves social distinction as the tool for epicures.



SOLITARY EATING is no longer a chore—or bore. Heinz Creamy soups provide twenty-two excellent incentives to single blessedness.



CULINARY COMBINATION—The latest thing in can-openers and the greatest thing in soups. Heinz Cream of Mushroom is the salvation of many a novice! It's ready to serve as it comes from the tin, and it makes a velvety cream sauce when thickened.



THESE THREE top the list in popular favor—Heinz Cream of Mushroom, Cream of Tomato and Vegetable Soup. Their great success and constantly increasing popularity prove the world was waiting for "home soups without the home work."



ONE GOOD TURN with the trusty scout knife, a quick exposure to the campfire and it's "Troop Ahead!" for the soup of their young lives—Heinz Cream (and we mean cream) of Tomato Soup. They'll be prepared to serve seconds, too!



GEORGE M. COHAN MIMICS FRANKLIN D. ROOSEVELT IN PLAY

In Boston, on Oct. 11, opened a musical comedy of a kind which would cause its authors and producers to be shot or imprisoned in such nations as Italy or Japan or Germany, to be sat upon officially even in democratic England. Because America is the only country in the world where staging of an *I'd Rather Be Right* is conceivable, Americans welcomed its irreverence, not only for the fun but also for its strong reassurance of their freedom.

Written by Broadway's sharpest wits, George S. Kaufman, Moss Hart and Lorenz Hart, *I'd Rather Be Right's* unique feature is that it burlesques the present President of the U. S., his family, his Cabinet and the Supreme Court all by name. Author Kaufman helped write *Of Thee I Sing*. But as President in the new show, that old troupier George M. Cohan is no symbolic Wintergreen but "Franklin D. Roosevelt," with a "Jim Farley" and "Madam Perkins" in his Cabinet.

Any politician who attempted to suppress *I'd Rather Be Right* would surely be laughed to scorn. Only events which would close the play are personal misfortune in the President's family or some great stirring of patriotism as in war. Against these eventualities Producer Sam Harris is reported to have taken out "sentiment insurance."

Day after the play opened, President Roosevelt delivered a solemn fireside chat on national problems. Simultaneously in Boston, with a skilful mimicry resulting from study of Franklin Roosevelt's mannerisms in the newsreels, Song & Dance Man Cohan as "President Roosevelt" was also delivering a "fireside chat" (above) in which he called on women to balance the budget by donating their cosmetic money to the Treasury.

"Send your checks," he instructs his listeners, "to Secretary Morgenthau, M-o-r-g-e-n-t-h-a-u, Washington, D. C."



(continued)

Page 28

"I'd Rather Be Right" spoofs President and Cabinet

In best theatrical tradition, the authors of *I'd Rather Be Right* were furiously rewriting and reshaping their comedy during its opening try-out in Boston. Hence a considerably different play may reach New York on Nov. 3. But the finished version will be true at least to the spirit of the scenes and lines on these pages.

Setting of the play is New York's Central Park. Plot revolves around President Roosevelt's efforts to balance his budget as a result of meeting a boy & girl who cannot get married because of high taxes. "The Government has a lot of property that isn't being taxed," says Secretary Perkins. "Why not just tax the Government?" Postmaster General Farley proposes that his department pretend to carry all mail by air and charge accordingly. "But that wouldn't be honest," says the President. "Oh," replies General Farley, "I thought you were talking about taxes."

Hit song is *Off the Record*, sung by the President. Excerpt:

*I'll never die of hunger,
I'll never die of thirst,
I've got one son with du Pont
And another one with Hearst.*



Secretary of State Hull raises his hand to suggest that the budget be balanced by a tax on shaving. "No," says the President, "every man in the country would grow a beard and they'd all look like Chief Justice Hughes. I couldn't stand that."

"McIntyre, bring me a fireside," orders President Roosevelt as he feels a speech coming on. Although Anna Eleanor Roosevelt is

not portrayed, he sings: "Now here's a little secret, it's particularly solemn, I'm very fond of Eleanor, But I never read her column."



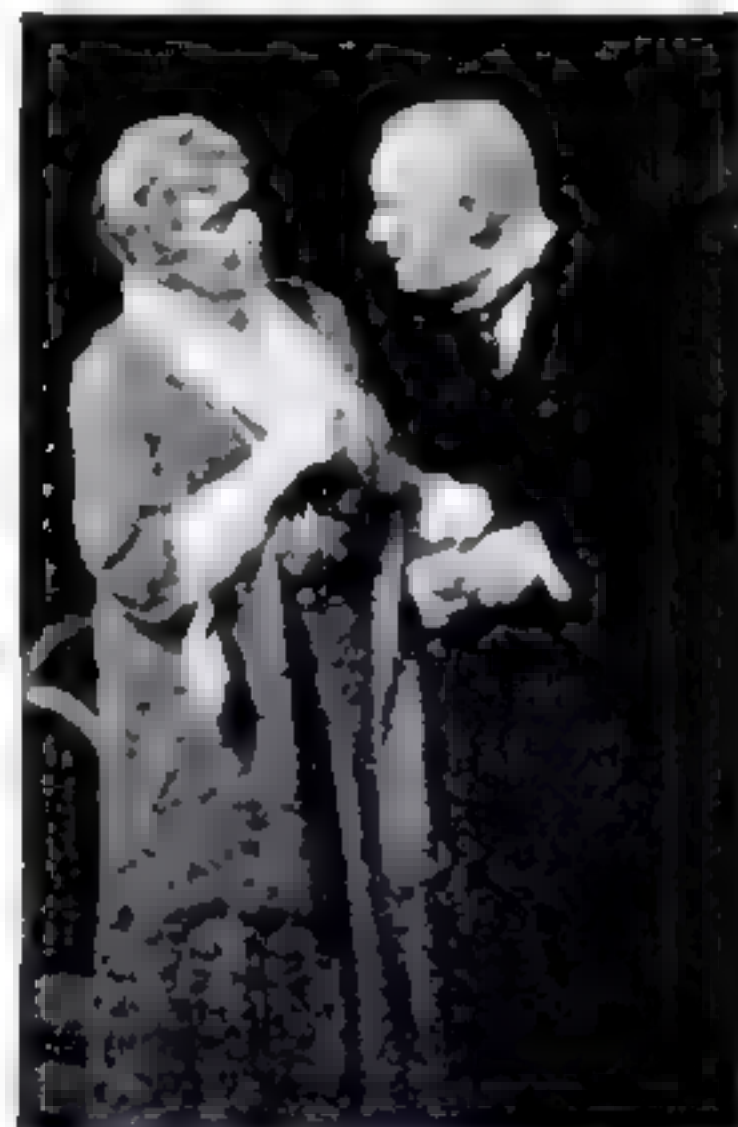
The President tap dances. "My messages to Congress, Are a lotta boofa-boofa, I'm not so fond of Bankhead, But I'd love to meet Tallulah."



Landon the Baller, with President's birthday cake, boasts that he balanced his budget. "And as we say in Kansas, try that on your ukulele."



Sistie's & Buzzie's troubles make the President call for the Wagner Act. Secretary McIntyre promptly produces a team of acrobats.



Mother Roosevelt shakes a gentle finger at her son and eludes him. "You know, Franklin, you promised to balance the budget."



"Cummings, take a law," barks the President at a Cabinet meeting. Supreme Court Justices pop out, mount "ohhh noon, ohh noon!" Says Chief Justice Hughes as they exit: "Hurry, Justice Black. You've got to go on the air at 7:30 to do some more explaining."



A munitions maker and assistants appear to demonstrate their new spring line. "I trust you got our calendar last year?" says he to the President. "We have a new one this year that I'm sure you'll like. It has a beautiful motto: 'Peace on earth, Good will to men.'"



The Supreme Court goes into a lively dance with chorus girls, sings: "A couple of foreign rulers, Make laws, Because, They want to keep their places in the sun; Perhaps they shouldn't worry, Their Hair off, But tear off, a little bit of not so innocent fun."



The Boy & Girl stare as President Roosevelt, after buying them ice cream, pulls out a little book, explains. "I'll have to put that down. Everything goes in here. This is the budget." The Boy reads some entries: "Two battleships, \$128,000,000; ice cream, 25¢ . . ."



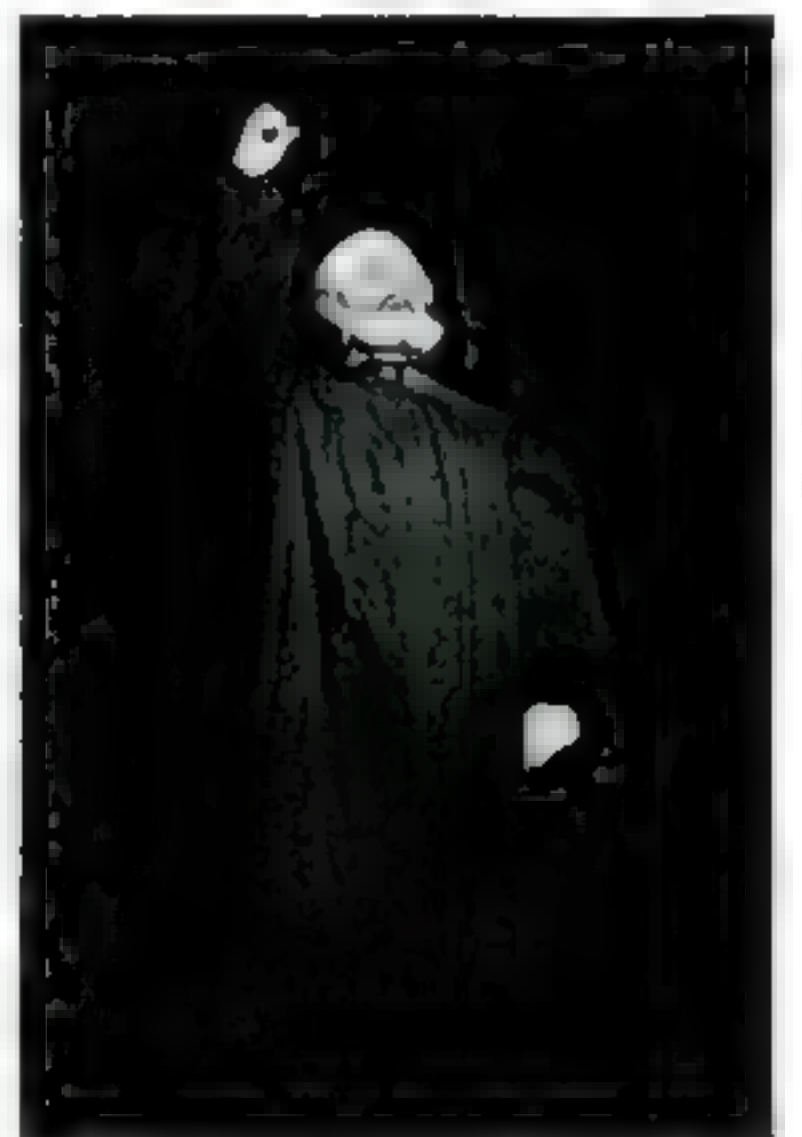
Treasury Secretary Morgenthau sings "Buy a Bond for Baby," boasts. "I have achieved, you must admit, the biggest g - d - deficit."



Secretary of Labor Perkins broadcasts gossip: "What ex-President, now living in California, left Washington with his laundry bill unpaid?"



Postmaster General Farley grins as he delivers the "commercial" on a Cabinet broadcast designed to win President Roosevelt a third term.



Chief Justice Hughes, asked by the President what is constitutional, says that the Court has declared the Constitution unconstitutional.

LIFE ON THE AMERICAN NEWSFRONT: OGDEN L. MILLS MOURNED BY THE NATION'S GREAT



TWO THOUSAND MOURNERS, MOST OF THEM FAMOUS, ATTENDED THE FUNERAL OF OGDEN MILLS

Had Ogden Livingston Mills been a Briton he might some day have served his country as Prime Minister. Being American, his great wealth and inflexibly aristocratic bearing were political handicaps that kept him from New York's gubernatorial mansion in 1926, thus from the White House in 1928. More than Herbert Hoover, far more than Alfred Landon, Mr. Mills symbolized the archetypal conservative, a sworn enemy of everything deriving from the Left. Yet for his financial wisdom and his definitive philosophy, he was respected even by those who most vigorously opposed him. On Oct. 11, when he died suddenly at the age of 53, utterances of real regret were voiced by Republicans and New Dealers alike.

Three days later his funeral, held in Fifth Avenue's swank St. Thomas Church (left), made manifest his far-flung influence. Forgathered there beside predictable Republican bigwigs were representatives of New York Society, Big Business, the Jockey Club, the American Legion and Tammany Hall. They listened solemnly to the words of the prayer: "We thank Thee for Ogden . . . who lived laborious days in the pains and stress of public service, choosing that and not a sheltered private ease. . . ."



The Vincent Astors, socialite friends of Franklin D. Roosevelt, came to honor the memory of the President's outspoken political foe.



Harold S. Vanderbilt served as usher. Ushers were drawn mostly from society, pallbearers mostly from public life.



Thomas W. Lamont, a Morgan partner, was one of many bankers & financiers in the congregation.

Herbert Hoover, under whom Mr. Mills served as Secretary of the Treasury, sat in a family pew with Ogden Phipps (right).



Theodore Roosevelt Jr., usher, arrived at the church in a soft felt hat instead of silk topper.



Widow of Ogden Mills came veiled in black. The ex-Cabinet member's second wife, she was formerly Dorothy Randolph Feil.



LIFE ON THE AMERICAN NEWSFRONT: THE NAVY'S NEW BATTLE FORCE TESTS ITS STRENGTH



The most powerful Battle Force the U. S. Fleet has ever had sailed out of San Pedro harbor, California, on Oct. 4, spent the next four days in secret maneuvers. Purpose was to test a new fleet setup under which the Battle Force is strengthened by addition of the destroyers, formerly attached to the Scouting Force. This new arrangement completes an evolution from the separate Atlantic and Pacific fleets of War days to a single U. S. Fleet, divided into Battle

Force, Scouting Force, Base Force, Submarine Force and Fleet Marine Force.

This remarkable picture was taken from an airplane a little while before sunset. Low, scattered clouds hang over the fleet and the sun can be seen above the outline of the plane's propeller. In the front (left) line of the Battle Force are the battleships; in the second line the light cruisers. Speeding between the ranks, leaving long, white wakes, are the swift destroyers.

LIFE ON THE AMERICAN NEWSFRONT: MINERS STAGE A "STAY-DOWN" 1,250 FT. UNDERGROUND



Advertising their strike, the sit-downers chalked a notice on a prop in the level above them, where other employees remained at work.



Dumping their lunch pails as a sign that they would work no more, 7,500 fellow employees soon swarmed out of the mines in sympathy.

Strike-of-the-month, for several extraordinary reasons, was one at grimy little Coaldale in eastern Pennsylvania.

In that blasted region, source of most of the world's anthracite, some 20,000 people are now scratching out a hard living by stealing coal. Undeterred by the bootleggers' lot, 43 miners lucky enough to have regular jobs as employees of big Lehigh Navigation Coal Co. decided on the morning of Oct. 5 to strike for more pay. They were engaged in opening up a new deep level in their mine, wanted to be paid on a "contract" basis at \$12 to \$15 per day instead of the \$0.78 wage they were getting.

Deciding on a sit-down, they picked an unlikely place for it—a chamber in their new level 1,250 ft. underground. There they sat, unmoved by the pleas of their wives and their United Mine Workers leaders, who deplored their contract-breaking. On the fourth day, 7,500 other employees of the company struck in sympathy. Three days later Governor George Earle flew in with a tentative settlement, went down the shaft and persuaded the exhausted strikers to come up.



Hung in effigy at a sympathetic protest meeting in Lansford Ball Park were the company labor relations director, the district president and two organizers of United Mine Workers, who had refused to sanction the "stay-down."



Miners looked worried when they heard that their international President John L. Lewis, boss of C. I. O., disapproved of the stay-down. But defying even him, they marched off with flags flying (left) to support the strikers.



Carloads of food were wheeled to the mine, thoroughly searched for weapons by company guards (left), then taken by the guards (right) to the strikers. Four stay-downers came out with heavy colds on the strike's third day.





QUARTER-MILE BELOW GROUND IN THEIR CHILLY CHAMBER HEATED ONLY BY THREE TINY STOVES, THE STAY-DOWNERS PLAYED PINOCCHLE FOR SEVEN DAYS



A menacing crowd of sympathizers besieged the colliery entrance at Coalbrook. Primarily, they insisted on granting of the stay-downers' demands but they were

even more incensed by the company's refusal to let the strikers have a radio. State Mine Inspector William J. Clements finally took the radio down in person.



A pampered hostage held by the strikers to insure their supply of hay for bedding was this mine mule named Major.



Hero of the strike was Governor Earle, whose settlement brought him cheers as "greatest Governor in the country"

LIFE ON THE AMERICAN NEWSFRONT: HAIRDRESSERS AND MILLINERS BATTLE OVER CURLS



EMILE, THE HAIRDRESSER, WANTS CURLS HIGH

Twenty thousand hairdressers and cosmetologists at a convention held, Oct. 11 to 14, at the Hotel Pennsylvania, New York City, declared war on the milliners of New York and Paris. Emile Martin (*left*), bearded president of the New York state association, and baldish Palacios Richard, American president of International Master Ladies Hairdressers' Association, boldly announced that the new hair style for women in 1937-38 season would be stacks of curls piled high on the head. When the report reached upper Madison Avenue, John (*right*) and Frederic, successful designers of eccentric hats, fluttered their eyelashes, and declared: "It's too, too absurd."

The milliners claim that, in spite of the high-curl edict of hair stylists, women will continue to ape the glamor girls of Hollywood and wear the hair softly curled about the neck. (For Danielle Darrieux's hair-style choice see page 39.) So they feature toques, turbans and brimmed hats with deep crowns that cover the head. Neither milliners nor hairdressers seem worried over the controversy. They are confident that stylish women will spend extra money trying to follow both edicts simultaneously.



JOHN, THE MILLINER, WANTS HATS LOW

These are the new hair styles favored by the coiffeurs



Curl clusters in back, well off neck, say the coiffeurs, for evening. But this hair-do won't fit under any of the hats (*below*).



Curls all around are demonstrated on this model. For this style, hairdressers want tiny hats perched on top of the head.



Curl tufts up front with loose waves to nape of the neck, featured above, require open-crowns.

These are the new winter hats favored by the milliners



Turbans and toques, popular with milliners and customers, look best when framed with halo of softly-rolled hair.



Circular brims, on informal daytime hats, are most flattering worn over hair loosely waved, covering the ears.



Tall crowns on hats deep in back, with high brims forward, seem most effective when worn with long page-boy bob.

LIFE ON THE AMERICAN NEWSFRONT: JUSTICE SUTHERLAND FINDS PEACE IN BARBER CHAIR



Mr. Justice George Sutherland of the Supreme Court is here having his beard trimmed. His barber is Nunzio Pettinato and the scene is enacted weekly, when the Court is in session, at the Justice's favorite Washington barber-shop. Each Friday morning, promptly at 9:30 a.m., a

limousine pulls up in front of Charles Barber Shop at 1706 I Street, N.W., parks in a "No Parking" zone. Justice Sutherland enters the shop, climbs into the chair, loosens his collar, chats briefly with Barber Pettinato and then closes his eyes. Awed patrons, one of whom took this

picture, generally assume that he is thinking out deep Constitutional issues.

After a recent beard trim, Mr Justice Sutherland joined his colleagues in rejecting on Oct. 11 two motions asking that the Supreme Court refuse to seat Mr. Justice Black.

LIFE ON THE AMERICAN NEWSFRONT: IN THESE HOUSES DWELL THE LABOR LEADERS OF A. F. OF L.



Boss of A.F. of L. is William Green, who rose from a miner's shack in Coshocton, Ohio to this \$10,000 home in one of Coshocton's best residential sections. Leader Green keeps a suite in Washington's Hotel Hamilton, spends week ends here with his wife, son, five daughters. Below are homes of other A.F. of L. leaders

The houses on these pages may someday conceivably be landmarks more significant than the homes of Grant, Lee, Sherman, Meade and Stonewall Jackson. These are the homes of some top commanders of American Federation of Labor (*this page*) and Committee for Industrial Organization (*opposite page*). They are now engaged in a civil war whose consequences could be more serious and lasting than those of 1861-65.

In the week of Oct. 11, the rival Labor Leaders were convening simultaneously, A.F. of L. in Denver, C.I.O. in Atlantic City. By their growing power and consequence in American life, they commanded the nation's inspection of their characters and purposes. What kind of men are they, and what are they after?

As may be seen in the pictures on these pages, Labor Leaders are not consecrated ascetics. Some of the younger leaders of young C.I.O. still live in workers' homes. But the old, established bosses of A.F. of L. and some C.I.O. unions live in a style of which no successful businessman should complain.

But neither do these pictures bear out the widespread belief that Labor Leaders are greedy grafters living in luxury on the earnings of their sweaty minions.

What their current behavior does seem to indicate is that Labor Leaders, like other groups of ambitious men, want, more than anything else, power. From the conventions their war emerged



Boss of Carpenters is William L. ("Big Bill") Hutcheson, a carpenter's son. Leader Hutcheson lives on second floor of this ten-room house on Indianapolis' middle-class North Meridian St. He hates John L. Lewis, who knocked him down at 1935 A.F. of L. convention.



Boss of Metalworkers is John P. Frey, whose hatred of C.I.O. is bitter as Carpenter Hutcheson's and far more articulate. Pedantic Leader Frey, who learned iron molding at 17, has six rooms in Tilden Gardens, one of Washington's swankiest apartment houses.



Boss of Railway Clerks is George M. Harrison, a farmer's son who started life as bell-hop in St. Louis' Planters Hotel. Father of three pretty daughters aged 17 to 23, Leader Harrison owns this Cincinnati stucco house, rents out two-thirds of his three-car garage.



Boss of Teamsters in the West is Dave Beck, who is also Boss of Seattle (*see p. 38*). Despite his power, Leader Beck lives modestly in this bungalow near University of Washington. At right, on opposite page, see the home of his great rival, Harry Bridges

(LEFT PAGE) AND C. I. O. (RIGHT PAGE) WHO HAVE DIVIDED THE HOUSE OF AMERICAN LABOR

more clearly than ever as a struggle for the enormous power inherent in the leadership of American Labor.

Meantime, what of Labor, as distinguished from Labor Leaders? The National Labor Relations (Wagner) Act is Government's best effort to help Labor. But each camp of Labor Leaders attacked the Act's earnest administrators for favoring the other. Both sets of Leaders prepared to spend, in fighting each other, more money & effort which might be spent in bettering Labor's lot.

Distressed friends of Labor, including President Roosevelt, fear the factional quarrel will bring a public revulsion and an incalculable setback to the Labor movement. As the rival Leaders began groping toward a reconciliation at week's end, these friends heartily hoped that Leader John L. Lewis and his lieutenants as well as their rivals would take to heart the words which the C.I.O. boss flung defiantly at A.F. of L.: "Out in the localities where our great industries are located . . . there is no difference between the members of the Committee for Industrial Organization and the members of the American Federation of Labor. They both want and desire the same things—increased living standards, a higher social status, more political freedom and greater opportunity. . . .

"[It is now to be determined] whether or not in this year of 1937, American Labor has leadership of sufficient intelligence to effectuate a program of co-operation and unity."



Boss of C.I.O. is John L. Lewis, who rose from a miner's shack in Lucas, Iowa to this pre-Revolutionary house in Alexandria, Va., a suburb currently favored by wealthy Washingtonians. Leader Lewis bought it recently for a reputed \$27,500, is spending more on remodeling. *Below* are homes of some other C.I.O. leaders.



Boss of Steelworkers is Philip Murray, who was born in Scotland and went into the mines at 10. Long Leader Lewis' right-hand man as vice president of the United Mine Workers, Leader Murray has owned this \$12,000 yellow brick house in Pittsburgh for 20 years.



Boss of Auto Workers is Homer Martin, who was a Baptist preacher. Father of two, Leader Martin rents the second floor of this working-class house at 11808 Promenade Ave. on the outskirts of Detroit. Busy, he frequently spends his nights in a downtown hotel.



Boss of Longshoremen in the West is Harry Bridges, deadly foe of Teamster Beck. Now one of the most powerful men on the Coast, Australian-born Leader Bridges pays \$85 per month for the right half of this house in San Francisco's South End.

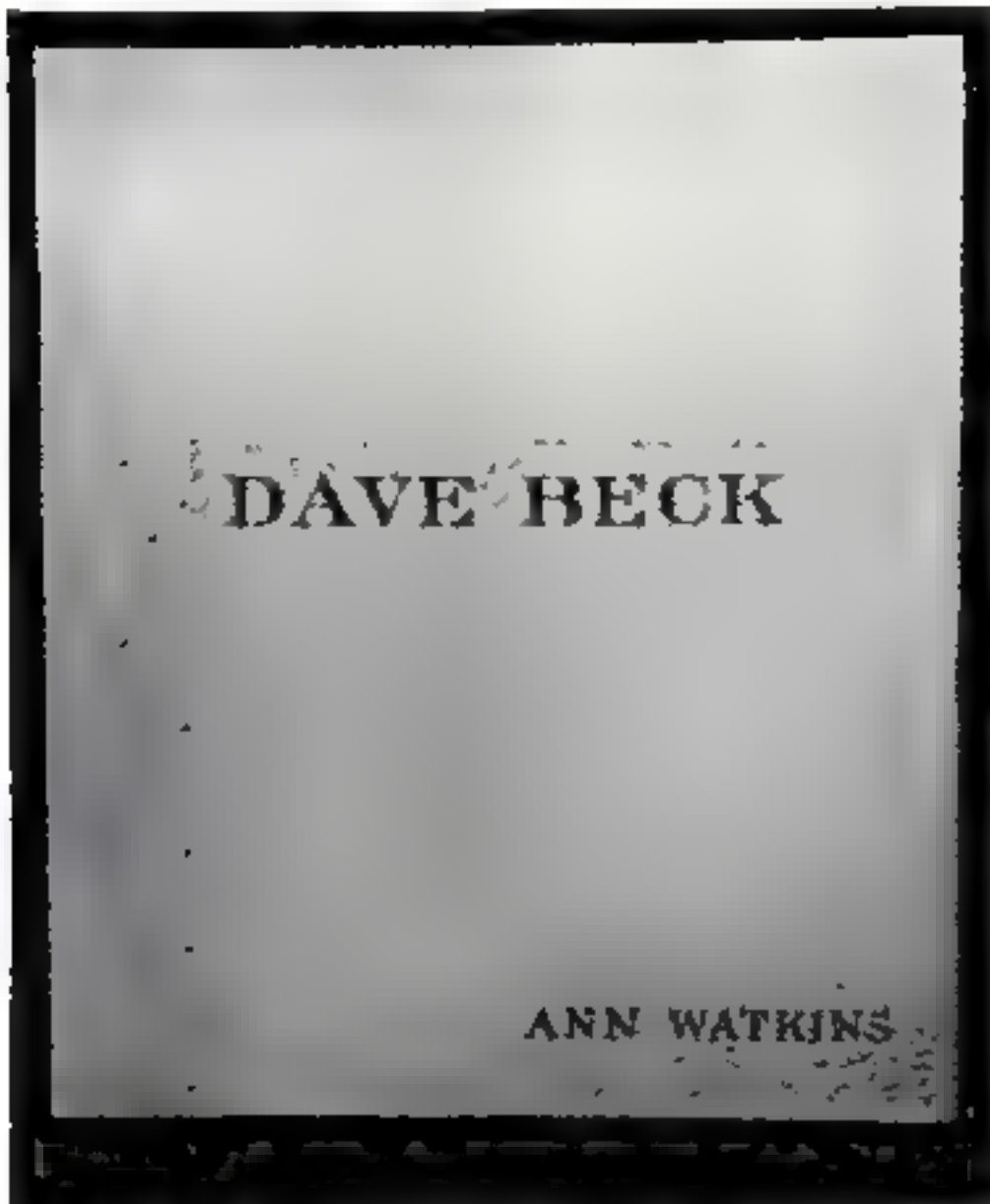


Boss of Textile Workers is Francis Gorman, who lives with wife and five children on the first floor of this Providence, R. I. tenement.



Boss of Sailors is Joseph Curran, who pays \$55 per month for a 1½-room apartment over a Chinese laundry on New York's West 23rd St.

LIFE ON THE AMERICAN NEWSFRONT: LABOR LEADER DAVE BECK IS THE BOSS OF SEATTLE



Behind this door in his \$125,000 Teamsters Hall at Taylor Ave. & Denny Way sits the unofficial ruler of Seattle.

At the A. F. of L. convention in Denver, Oct. 4-10, Teamster Dave Beck of Seattle was not conspicuous for loud oratory. But every member of the convention knew him for what he is, a man of great and growing power—perhaps a man of destiny. To the seasoned political reporters who accompanied President Roosevelt on his recent trip to the Pacific Coast, Dave Beck was easily the most noteworthy figure they and the President encountered.

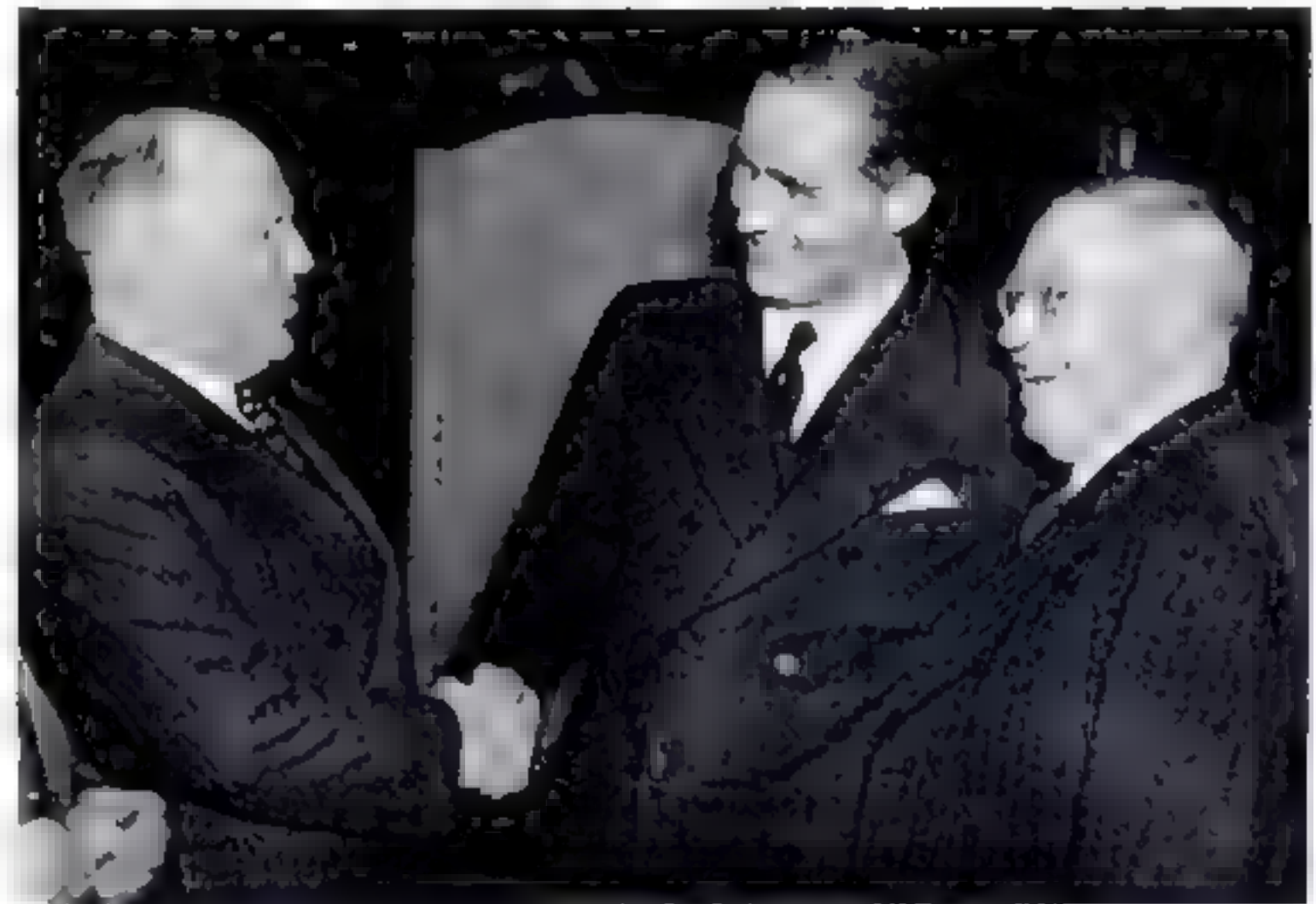
With Labor marching into politics on many fronts, the fact that a Labor Leader has risen to be indisputable ruler of a potent American city is a phenomenon of first importance. Seattle's Mayor openly acknowledges his henchmanship to Beck. Established Seattle businessmen welcome his mastery. For Boss Beck not only fights dreaded C.I.O., but also joins his employer allies in maintaining price-fixing, competition-crushing "voluntary NRAs." As boss not only of his own powerful Teamsters but of all the city's A. F. of L. unions, Beck can and does instantly shut down any balking businessman or unwelcome competitor, by picketing or by stopping truck deliveries. Seattle workers are no better off than those in cities which are not run by Labor Leaders. Seattle prices are among the nation's highest.



Beck's secretary, Ann Watkins, whom he calls by her first name, is a pretty blonde, smart, efficient and statuesque.



Beck's office is brown-toned, heavy-carpeted. Only decorations are a water color and a large photograph of President Roosevelt. Above: Beck gives orders to his lawyer, George Vanderveer.



Beck's friends include not only Mayor John F. Dore (right) but also President Roosevelt's son-in-law John Boettiger (center), the publisher of Hearst's Seattle Post-Intelligencer.

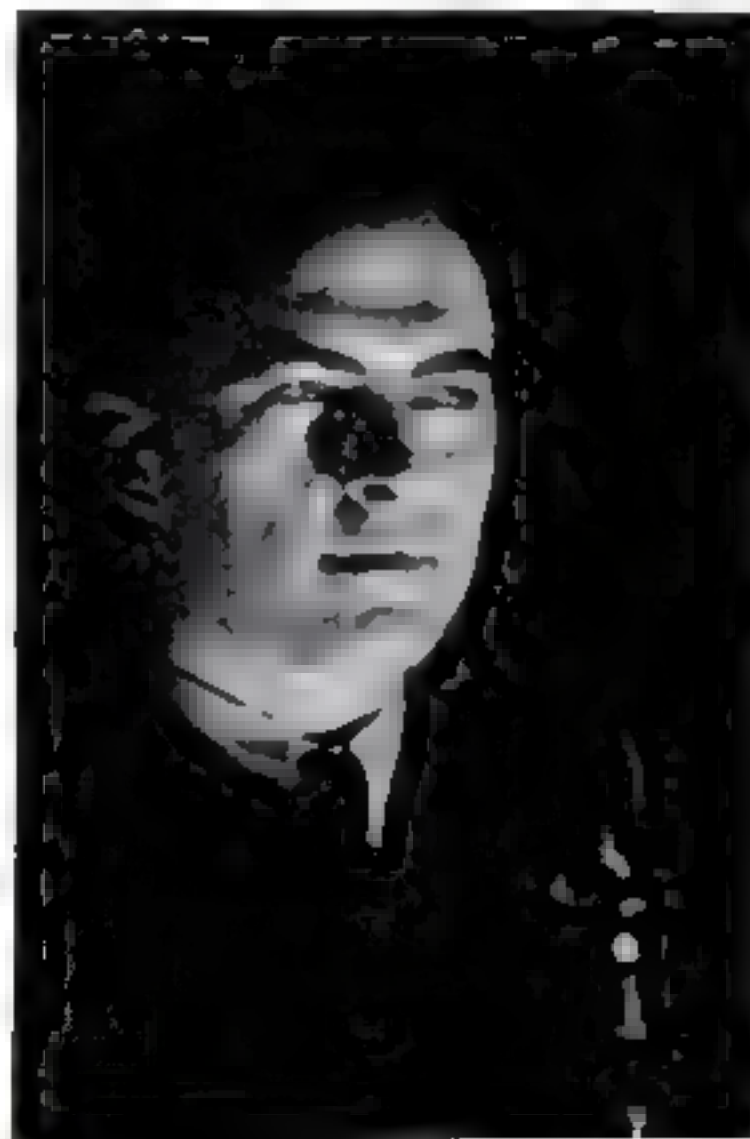
These are Beck's Seattle enemies

Publisher Clarence Bretton Blethen of the arch conservative Seattle Times recently called Boss Beck a racketeer, paid \$10,000 out of court to settle Beck's \$250,000 suit for libel.

Labor Leader Eugene Victor Dennett is president of Seattle's Labor Unity Council, composed chiefly of C.I.O. unionists. C.I.O. is outnumbered 12-to-1 by Boss Beck's A. F. of L.

Politician Emerson Hugh DeLacy, 27, president of the punko Washington Commonwealth Federation, stands ineffectually and almost alone against Beck in Seattle's City Council.

Broadcaster Howard Costigan, executive secretary of the Commonwealth Federation, is a noisy radical who drums almost nightly at the ears of conservative Seattle and Washington.





Seattle's Boss Beck

San Francisco-born, Dave Beck was brought to Seattle at 3. He started life driving a laundry wagon, went to War as an aviation bomber, returned to begin his rise to power through union ranks. On the way he has been Seattle's Boxing Commissioner, Civil Service Commissioner, Exalted Ruler of Elks and a State Parole

Boardsman. At 42 he is an aggressive, two-fisted man, beefy, red-faced and gimlet-eyed, whose ability is unquestioned. Fond of horse-racing and boxing, he neither smokes nor drinks. Reaching out for national power, he is now locked in battle with C.I.O.'s Harry Bridges of San Francisco for control of West Coast Labor.



**Canada's Governor General
looks at his vast Northwestern Domain**

The map which absorbs Lord Tweedsmuir (above) is made of moosehide, embroidered with silk. It was given him, July 26, by the townsfolk of Ft. Simpson, a Hudson's Bay trading post in the wilderness of the Northwest Territories. Almost to a man they turned out to greet him as he proceeded down the broad Mackenzie River to the bleak Arctic Ocean through 2,000

miles of forest and tundra. Never before had a Governor General made so vast a tour through the unpopulated valleys of the world's top, now for the first time being thrown open to man. The journey down the embroidered rivers on the moosehide map enhanced still more the popularity of the most popular Governor General Canada has had in a quarter of a century.



IN THE SMOKING ROOM OF THE RIVER PACKET "DISTRIBUTOR", LORD TWEEDSMUIR PLAYS SOLITAIRE (CENTRE BACK) WHILE HIS PARTY RELAXES

A 10,000-MILE TOUR OF CANADA'S NORTHWEST WITH LORD TWEEDSMUIR

Photographs for LIFE by Margaret Bourke-White

Between the U. S. and Canada exists the world's No. 1 unfortified international border. Never before, in fact, have relations between these two neighbors been closer or friendlier. Credit for this rare and happy accord belongs, to some extent, to Lord Tweedsmuir, Canada's versatile Governor General. A veteran traveler, he has toured the continent, cementing friendships as he went. In July, 1936, President Roosevelt visited him in Canada. Last April he visited the President in the White House. Now Secretary of State Cordell Hull is to be his guest in Ottawa.

But of all Lord Tweedsmuir's trips, none was more dramatic than his 10,000-mile expedition last July and August across the Northwest Territories. If he is the first Canadian Governor General to make so extensive a voyage into an area almost unknown, it is because he is an unusual Governor General for Canada to have. He comes of no great British family. His father, a Scottish preacher, was neither wealthy nor distinguished. Scholarships put him through Glasgow and Oxford. Two years in South Africa introduced him to diplomacy. The World War made him a newspaper correspondent, Intelligence Division officer, British Director of Information. Elected M. P. for the Scottish Universities, he was appointed Governor General of Canada in 1935. His great friend George V named him Baron Tweedsmuir of Elsfield.

Throughout his crowded career, this romantic Scotsman still found time to write 50 volumes of mystery thrillers, histories and biographies. Best known of his works is *The Thirty-Nine Steps*, converted by Gaumont British into one of the best movies to come out of England. Latest is his life of *Augustus*, to be published Oct. 25. A volume on the Northwest tour may follow.

For 1,800 miles of this tour Lord Tweedsmuir was accompanied by LIFE's Photographer Margaret Bourke-White. Hence it is possible for LIFE to show on these and the following pages the boat Lord Tweedsmuir traveled on, the people Lord Tweedsmuir met, the Canada Lord Tweedsmuir saw. For Miss Bourke-White's own adventure with a bishop on an Arctic isle, see page 114.



The S. S. Distributor, a wood-burning steamwheeler, bears the Governor General's party around a wide curve of the Mackenzie, to tie up at the settlement of Ft. Good Hope.

CONTINUED ON NEXT PAGE

With Tweedsmuir through Canada's Northwest *(continued)*

One of man's biggest achievements in the 19th Century was conquering the U. S. West. One of his biggest in the 20th may well be the conquering of the Far North. Already in Soviet Russia and the Canadian Northwest rail and aviation are preparing the way. The Northwest Territories Lord Tweedsmuir saw last summer *there have been but a few* are far ahead of the Northwest Territories he would have seen seven years ago. Air bases have been built. Mines have been opened. Towns have been settled in the Arctic. True, they are tiny towns—sometimes no more than a trading post, a church, a scattered row of huts. But into them will pour, and from them will be shipped the staggering treasures that lie beneath this cold and sullen surface.

From these little posts along the coast, trooped priests, traders, Indians and Eskimos to meet their Governor General. At Aklavik this morning, as our traveler abandoned water for the air. A plane lifted him over the Barren Lands, where the Mackenzie oozes out through a vast delta and three great channels into a polar sea. *we coasted*. At Copernic *eighty-five miles out*, he saw the last outpost of mainland civilization before he turned south again. He well knew that these forlorn huts on a rock coast were the intrepid pioneers of what may eventually be a great and thriving country.



AT FT. GOOD HOPE, 18 MILES BELOW THE ARCTIC CIRCLE, LORD TWEEDSMUIR COMES DOWN THE "DISTRIBUTOR'S" GANGPLANK WITH SECRETARY AND AIDE



ON THE STONY BANK OF THE MACKENZIE HE TAKES OFF HIS HAT AND CHATS WITH THE BEARDED MISSION PRIESTS OF THE ORLATE ORDER



For solitude the Governor General retreats beyond the heaped cargo in the prow of the large pushed by the S. S. Distributor. Here, among gas cylinders, ladders, hawsers, anchors and a Caterpillar Diesel tractor, he relaxes in a new wicker chair and reads.



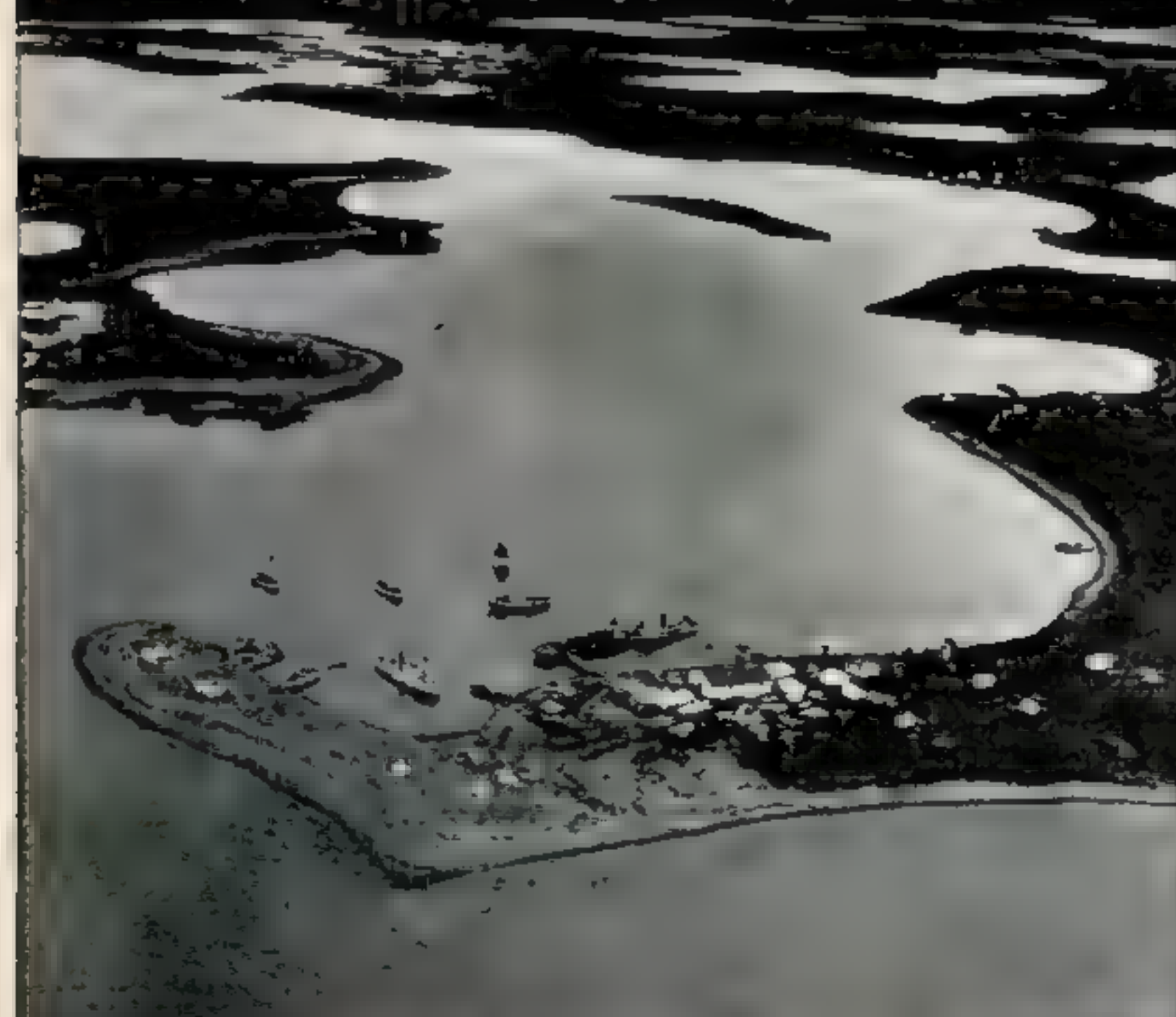
The Governor General's retinue poses for the picture on the *Distributor's* upper deck soon after the long water trip upriver. Lord Tweedsmuir, personally representing the King, sits in the center. LIFE'S Margaret Bayke-Wheeler sits at the corner right.



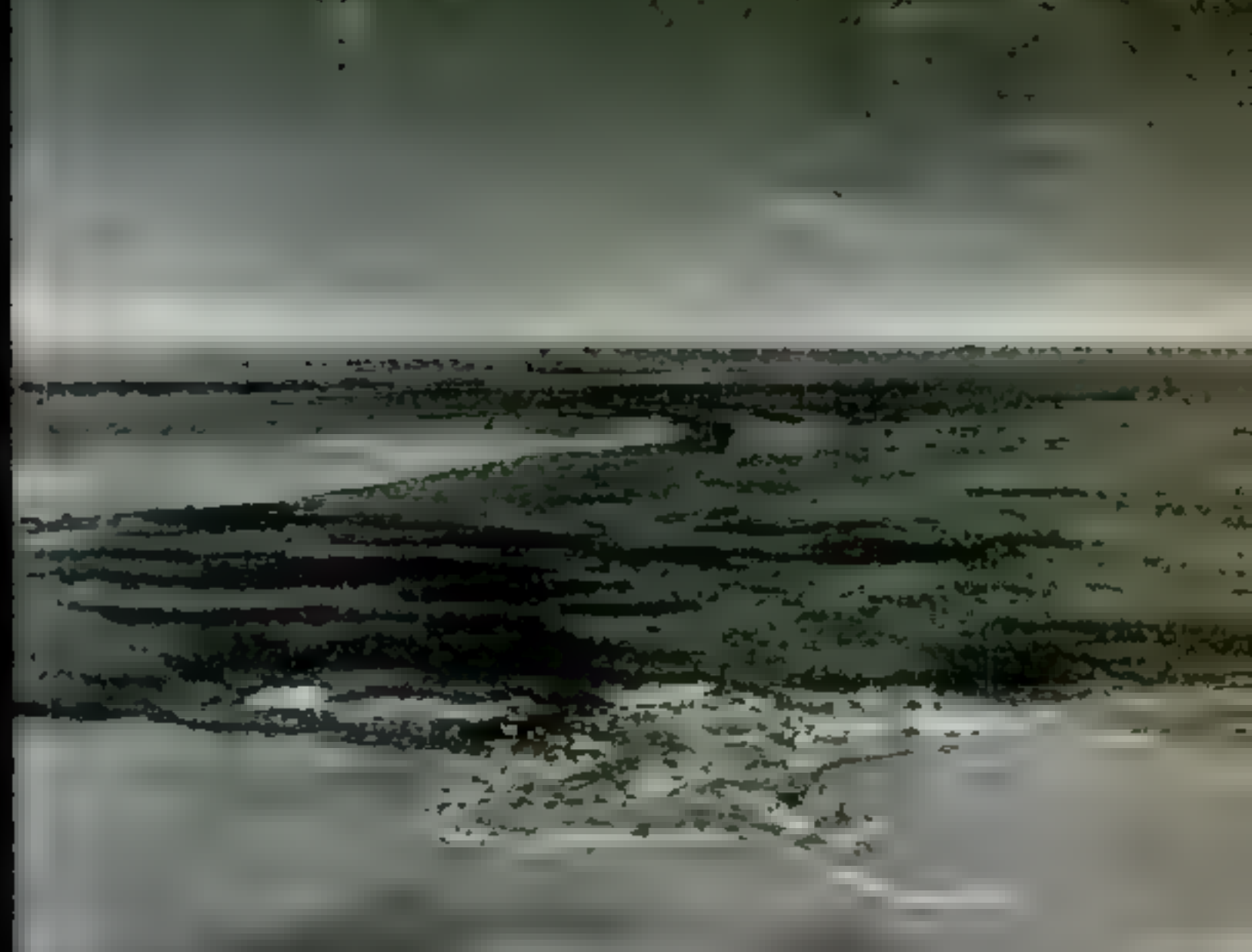
AT FT. SMITH, 66° NORTH LATITUDE, LORD TWEEDSMUIR SAW NORTHWEST'S BIGGEST SETTLEMENT AND A HANDSOME WOODEN CHURCH (LOWER LEFT).



AT AHLAVIK, 69° N., THE MACKENZIE RIVER SPREADS OUT INTO A DELTA. TOWNS NOW GROW SMALLER, FORESTS SWINDLE INTO TUNDRA.



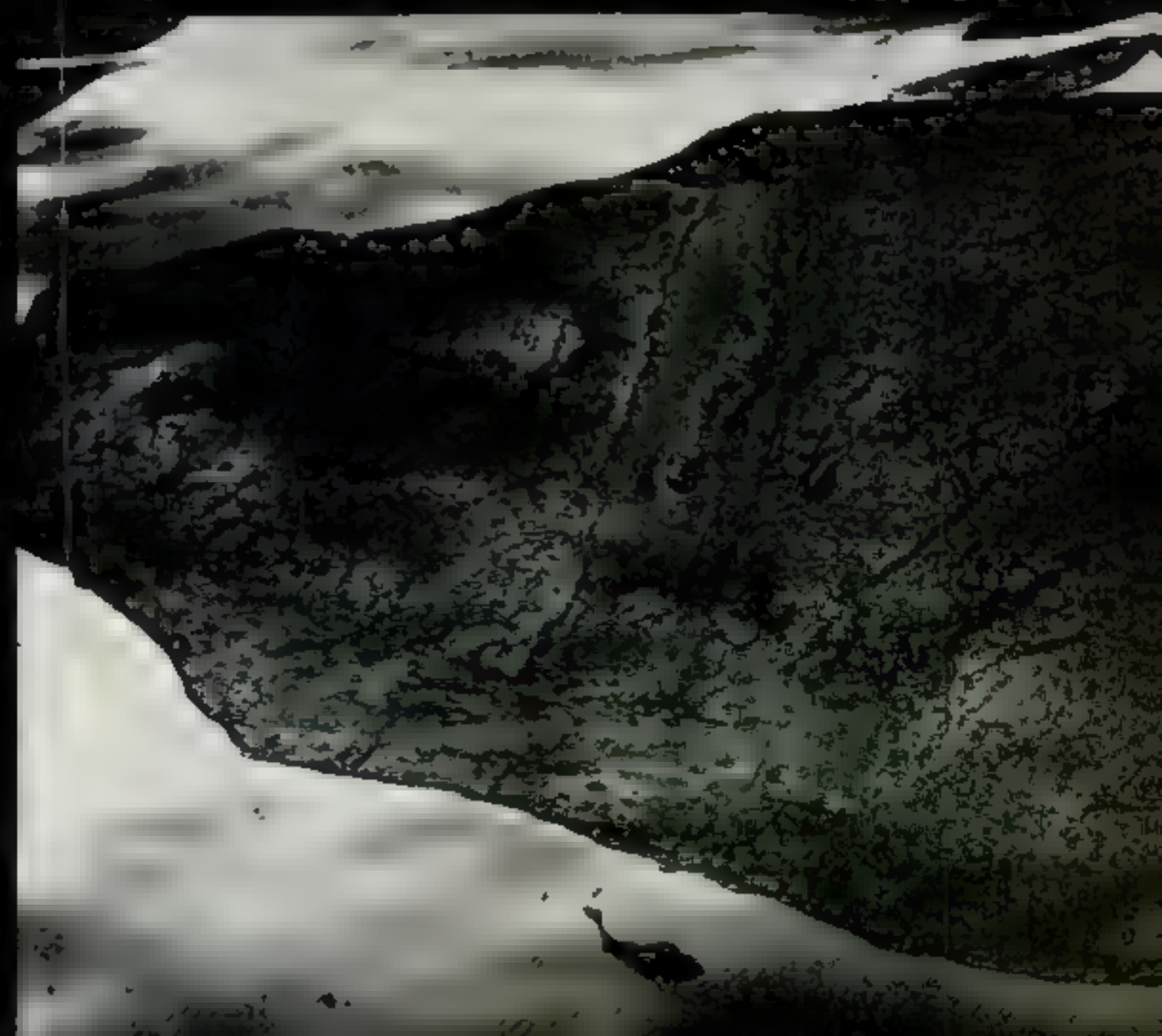
AT TUKTOYAKTUK, 71° N., THE MAINLAND MEETS THE ARCTIC OCEAN (FOREGROUND). NOTE PLANES IN BAY, ESKIMO TENTS ON STONY POINT.



AT FT. RESOLUTION, 66° N., THE SLAVE RIVER (IN BACKGROUND) FLOWS THROUGH DENSE EVERGREEN FORESTS INTO THE GREAT SLAVE LAKE.



AT THE DELTA, 69° N., THE AERIAL CAMERA CATCHES A MOTTLED PATTERN OF LAKES AND LAGOONS BETWEEN MEANDERING MIDDLE AND EASTERN CHANNELS.



AT COPPERMINE ON ARCTIC CORONATION GULF, 61° N., ABOVE THE TIMBER LINE, LORD TWEEDSMUIR TURNED BACK SOUTH TO CIVILIZATION.



The typical Hudson's Bay post is a square wooden building with neat white walls and a bright red roof, some 60 yards from the water's edge. This one, with a family of Eskimos come for supplies, is at lonesome Tuktoyaktuk on the edge of the frigid Arctic Ocean.



Twice a year, during the short summer, S. S. Distributor, on which Lord Tweedsmuir traveled, chugs down the Mackenzie River to distribute its load of matches, Kotex, corned beef, baking powder, toilet paper, oats and insecticides to Eskimos and rare whites in the North.



At Coppermine post, an Eskimo trades a wolverine fur for a sack of flour, 1 lb. of baking powder, 1 lb. of tallow, 1 lb. of tobacco, 1 lb. of butter, 1 tin of jam. Meanwhile, the Eskimo mother feeds a bottle of powdered milk to the baby squatting in her parka hood.



HUDSON'S BAY POST MANAGER L. A. C. O. HUNT SIPPS 3-O'CLOCK TEA

The Hudson's Bay Co. Feeds Northwest Canada

Two hundred and sixty-seven years ago Charles II issued the Hudson's Bay Co. a charter to trade in what became the Canadian Northwest. Today it not only continues to trade in the Northwest, but helps run the country as well. And the history of these frozen lands is the history of the H. B. C. It owns 2,500,000 acres of land, sails 86 ships, operates 203 posts. In summer it ships in supplies by water and plane, in winter by dog-pack and plane. To 1,300,682 sq. mi. of Canadian North it furnishes coaloil, medicines, gasoline, shovels, phonographs, tallow, traps, sewing machines and dog feed. Back to civilization it takes the Northwest's precious furs, oil, radium, silver and gold.



All modern conveniences for this Eskimo family include a Singer sewing machine, a portable victrola, a coal-burning stove, tea, lard and cheap rayon stockings for mother. When the "big freeze" begins in October they will move from the tent to a snowhouse.



ETESJE IS AN 8-YEAR-OLD INDIAN BOY AT FT. SIMPSON



THE BELLE OF COPPERMINE IS THIS YOUNG ESKIMO GIRL



IZAGOOONA IS AN ESKIMO TRAPPER AT PERRY RIVER



IMOYOK, WIFE OF IZAGOOONA, IS TATTOOED IN ESKIMO STYLE

Natives of Northwest Canada

In all Canada there are only 6,000 Eskimos. A handsome, industrious, good-natured race, they are quick to make friends, quick to adapt themselves to new conditions. Learning the value of money, they became shrewd at business, prospered at trading and

trapping. Today some of them earn \$40,000 a year or more, own motor-driven schooners, charter planes, pay \$300 a ton for coal, buy radios to fetch jazz into their igloos. Because they consume so much oil in their diet, it is a rare Eskimo who ever gets drunk.

CONTINUED ON NEXT PAGE



The Anglican minister and his bride shake hands with Lord Tweedsmuir at Ft. Norman, 65° N. Ordained in 1886, the Rev. Henry L. Jennings volunteered for the Ft. Norman

mission. Last June he married Ivy May Lawrence, to whom he was engaged in 1931 in Ontario, while still a student in charge of a parish. To greet the Governor General,

Mrs. Jennings wore her wedding dress and hat, bought in Toronto, with even a bit of the bridal veil. She said she feared she would never have a chance to wear them again.



Indian children at Sacred Heart School, Ft. Providence, 61° N., rehearsed eight months on a pantomime and welcome song in English for the Governor General. The children have never heard a radio, never seen an electric light. Ft. Providence is "20 families big."



A basket of Arctic roses is presented to Lord Tweedsmuir by boys at Immaculate Conception School, in Aklavik. They learn English, arithmetic, geography and history, catechism in Indian and Eskimo. An Anglican priest invented the "Rablutskiu" script for them



Vespers in an Eskimo Mission

A SHY ARTIST PAINTS BOLD MURALS

James Daugherty's favorite subject is America

A mild, soft-spoken, blue-eyed man who likes to roam the Connecticut hills barefoot, Muralist James Daugherty paints with a flamboyance and vigor that belie his diffident manner. Violent in color and sweeping in subject are his murals for Fairfield Court, low-cost Federal housing project unit now being erected at Stamford, Conn. Preoccupied with the immense progress which has taken place in America, Artist Daugherty says "My Fairfield Court murals are supposed to be good fun. They are not an analysis of anything. They are not intended to give intellectual nourishment to the underprivileged of Stamford. I have tried to tell a story in understandable visual terms that can be easily associated with our experience of the immediate past."

For such experience Mr. Daugherty has in his eight panels turned to manifestations of progress like the covered wagon, the Mississippi steamboat, the early train, the Model T Ford. Because he is not only a good muralist but because at various times in his life he has lived in such varied places as North Carolina, Indiana, Ohio, Washington, Philadelphia, Baltimore, New York, and, currently Connecticut, Daugherty is well-equipped to depict the American scene. During the War he camouflaged ships. Later he earned a pre-Depression living doing murals for hotels and Loew's movie houses in several cities. His Stamford panels, done under Treasury Relief Art Project auspices, are a continuation of Government painting he began in 1934. They were hailed by the *New York Times*'s art critic as "ingeniously and soundly designed, full of unforced wit and satire."



Specialist in Americana is James Daugherty who says after reading Whitman he "took fire from his vision of America, and shook the dust of Europe permanently from my feet."



"He's my best model and worst critic," says Daugherty of his 23-year-old son Charles who studied art at Yale and is now planning to attend Manhattan's Art Students' League.



A scale model of Fairfield Court's 25-by-15 ft. Social Room, where the Daugherty panels will hang, is here consulted by the artist in the barn studio of his Weston, Conn. home.



Fairfield Court, which Muralist Daugherty is embellishing, will contain 113 apartments from two-roomers to five-roomers, will soon be completed at a cost of more than \$800,000.



Peering tea is Mrs. James Daugherty who came to the United States from Russia at the age of nine, writes plays and books for children which her husband cheerfully illustrates.



The Model T Decade panel is Daugherty's pictorial expression of what happened to him ten years ago. "When we left New York," says Daugherty, "and landed in the middle of Connecticut, the first thing we got was a secondhand Ford which looked and acted this

way. In 1927 this was a regular roadside scene repeated every ten miles or so on the Weston road." Daugherty prefers those good old days when Connecticut was less developed. Now he is disturbed by the noise of steam shovels working on the new Merritt Parkway.



The Iron Horse. With frightened horses and agitated people, in a swirl of riotous color and movement, Daugherty here symbolizes protest against progress. He drew the old-fashioned horse & buggy from his childhood memories.

Steamboat Around the Bend. This panel depicts a steamboat race in the 1860's on lower Mississippi. Before painting the *Natchez* and *Robert E. Lee*, Daugherty made careful studies of Currier & Ives prints of these famous old boats.



SPANISH PROPAGANDA PICTURES APPEAL TO WORLD TO TAKE SIDES IN CIVIL WAR

Spanish Loyalists and Rebels superbly hate one another. Their civil war has been taken up by the world's Rightists and Leftists as a trial by fire of the two ideologies. Some of the pictures with which both sides argue their cases are shown on these pages.

Favorite Loyalist charge against the Rebels is the destruction of Madrid. Obviously true, it has the weakness that the Loyalists brought on destruction by a military defense of Madrid.

Most controversial Rebel atrocity was the bombing of Guernica one afternoon last Spring. Loyalists claim it was an open town far behind the lines. Rebels claim it was mainly destroyed by retreating Asturians before its capture three days later. Picture No. 1 (Neutral) shows that fire burned Guernica. Picture No. 2 (Loyalist) proves that Guernica was destroyed, somehow. Picture No. 3 (Rebel) is supposed to prove that bombs did not start the fire because they would have also pitted the streets, whereas this Guernica street shows no bomb pits. Loyalists claimed Oct. 13, that their pictures, proving Guernica was bombed, were stolen by the German film company asked to develop the negatives.



Useless destruction of a Madrid dentist's office (above) is strong propaganda if Loyalists did not also release picture (below) of Madrilenos building barricades.



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These are Propaganda Pictures from the Spanish Loyalists



Unexploded shells, described as German, are posed by Loyalists with baby and map of Spain. The German General Staff has sold much material, sent few troops to Rebel Spain, has so far used the war mostly as a testing ground for German planes and antiaircraft guns.



Rebel cruelty is the point of this obviously posed Loyalist picture of a Loyalist boy supposedly about to be shot by Rebel captors. Spaniards love to act out these tableaux. The scene is near Huesca where Catalan armies have lately attacked after a year of loafing.



Propaganda where it does the most good is what this Loyalist is megaphoning across the Madrid No Man's Land to Rebel soldiers. The relatively small success of these tactics would seem to indicate that most Spanish Rebels in the ranks genuinely prefer their side.



A pretty girl is produced by Loyalists to show that they have charming partisans. This is Antonita Arqués who was Miss Spain of 1936 and whom French judges in Tunis elected Miss Europe. She declined a trip across Europe, to "give my beauty" to the Loyalists.



Madrid coffins for civilians killed by a Rebel air raid. Four thousand civilian Madrilenos have so far been killed behind the lines but they took the risks of war by remaining in a purely military objective. Madrid's population is now estimated as 1,000,000.

Photographs do not lie but the impressions they make and the captions attached to them often do. Here are reproduced some propaganda pictures of the Spanish Civil War. The pictures on this page are designed to arouse pity for the Loyalists, hatred of the Rebels. The pictures on the opposite page were released to arouse admiration for the Rebels, contempt for the Loyalists. LIFE neither believes nor disbelieves any of the captions attached by the Spanish antagonists to these pictures. All that is manifestly true about them is that each was issued by one side or the other to make a calculated impression. For if a man is mad enough to fight, he is mad enough to lie.

Behind the Spanish lies, stand quiet statistics. Latest mortality figures show as killed in action: 110,000 Loyalists, 250,000 Rebels (probably an exaggeration), killed behind the lines by bombs and shells: 50,000 Loyalists, 10,000 Rebel civilians. Loyalist statistics show, finally, as murdered behind the lines: 500,000 executed by Loyalists, 400,000 executed by the Rebels.

These 900,000 (estimated) were killed because their political theories about what should happen to Spain were not exactly the same as somebody else's. This astounding record of intolerance makes the Spanish Civil War probably

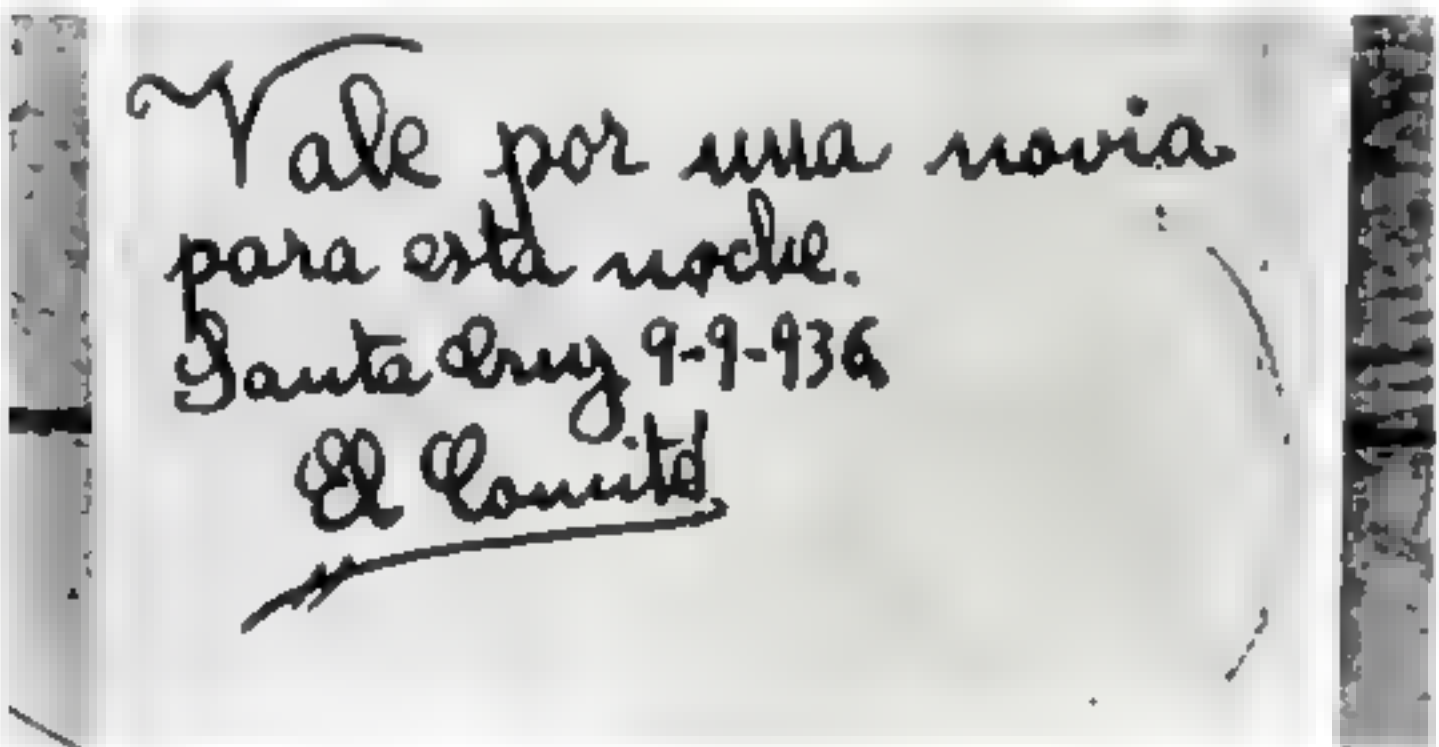
These are Propaganda Pictures from the Spanish Rebels



A pretty girl is also produced by the Rebels in a moment of piety calculated to show that God-fearing Rebels are morally superior to irreligious Loyalists. (Many Spaniards are blonde.) This Spanish aristocrat is waiting out the war in sympathetic Germany.



Loyalist executions, according to the Rebels, occur by thousands in this yard in Barcelona's Fort Montjuich. Sign says in Catalan, "In this place is done justice to criminals," which, in Spain's civil war, means anybody who disagrees with somebody with a gun.



Loyalist depravity is supposed to be proved by this officially-stamped card saying, "Valid for a sweetheart tonight. Santa Cruz, Sept. 9, 1936. The Committee." The point is presumably to show that the newly liberated Spanish rabble makes poor use of its liberty.

the dirtiest-fought war in modern history, by both sides. It is the end point of Spanish "personality politics." Naturally few of these 900,000 were tried by authorized judges. In most cases they died because somebody else could not comfortably go on living without giving them the last argument of death. Such Rebel murders are somewhat rarer than in Loyalist Spain. One reason is that few conspicuous Leftist leaders remain in towns captured by Rebels. Men the Rebels lay their hands on are usually stooge peasants or workers.

But in Loyalist Spain an internal revolution is going on at the same time as the war. Currently the Communists have got control and have jailed or "executed" a great many Anarchist, Syndicalist, Socialist and Republican leaders. A fact it is that most of the prewar Spanish liberals corresponding to U. S. liberals such as Senators Borah, Norris and La Follette, have fled Spain entirely. On Oct. 1, the Spanish liberals sent back a trial pigeon to Valencia—Manuel Portela Valladares, to see what would happen to him. He is still free. But the majority of the dead in Loyalist Spain were middle-class citizens who tried not to take sides. The dead in Rebel Spain were poor folk whose crime was that they aspired to having an opinion as to how they should be ruled.



Shells with Russian markings are exhibited by the Rebels to show that Loyalists are getting munitions from U. S. S. R. To Rebel Fascists this has the additional horror pious Catholics feel toward Communism, justifies for them Italy's intervention on their side.



Captured tanks near Toledo are described by the Rebels as Russian-made. Oddly, the efficient Russian tanks and planes in Spain boosted Soviet Russia's prestige in Europe which has since declined because her intervention in Spain has not been decisive for victory.



Double point of this picture released by the Rebels is: 1) that impious Asturians in the north dynamited Mungia's church before retreating, and 2) that God proved He was on the Rebel side by "miraculously" preserving the sacred statuary from the Loyalist blast.

(continued)

Italy's Ministry of Press and Propaganda contributes these pictures to the Spanish War of Propaganda

The outstanding political fact about the civil war in Spain is that Italy is officially in the war on the side of the Rebels. On this page are some of the pictures the Italian press bureau in Spain has contributed to the Rebel cause. Many of the pictures released by the Italians and showing the victims of purported rapes, eye-gougings and strangulations are too horrible to reproduce. In the Ethiopian war the Italians made the same mistake of

issuing propaganda pictures nobody wanted to look at. The pictures (below) touch off the whole classic gamut of atrocity stories, demonstrate the ingenuity of the Italian propagandists. Chief of these in Spain was Guglielmo Danzi, 29, who did a good job until August, then moved his headquarters to San Sebastian and ran a continuous wild party. His embezzlements have just been discovered and he has been replaced by a staff of hardworking Italian experts.



This death necklace, according to Italian propaganda, is fastened by Loyalists around the necks of captive Rebel women who are then electrocuted through the attached wires.



"Red implements of torture reminiscent of the Inquisition," says Italian caption to this propaganda picture of poisoned pins, issued by Italian Ministry of Press and Propaganda.



Five dead babies (foreground) and some adults, purportedly killed in Loyalist bombing of Santa Hermandad del Refugio, a Rebel hospital in Saragossa, are produced by the Italians.



Burned wall of Baiados prison is shown to prove that Loyalists "crucified and burned" Rebel prisoners before Rebels captured town. Rebels put on a Loyalist massacre in Baiados.



Loyalist hospital bombing is the accusation presented by this picture of Rebel Saragossa's Santa Hermandad

del Refugio. It is, of course, foolish in war to kill the wounded who, alive, are an expense to their own side.



The stock figure of a homeless old woman, usually issued by the Loyalists, is this time issued by Italy for the Rebels.

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appreciate the
Costlier Tobaccos
in Camels?



Camels are
the Largest-Selling
Cigarette in America

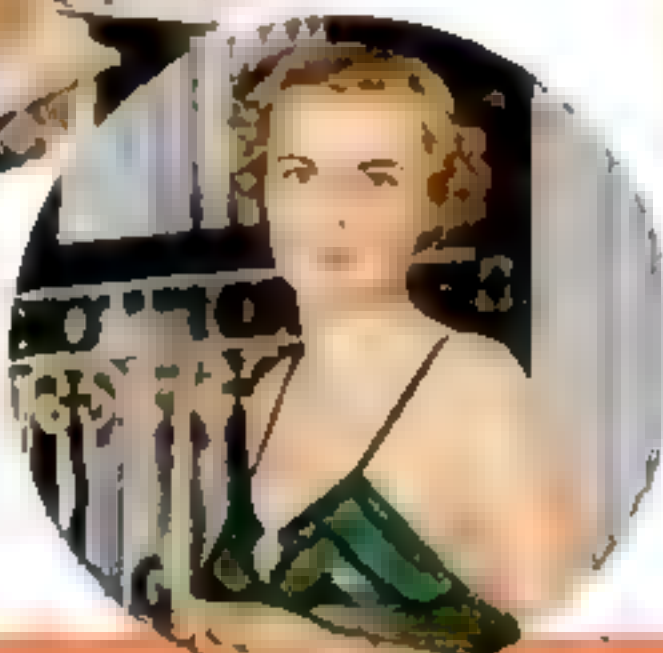
Camel pays millions more for finer tobaccos — so smokers
may enjoy them steadily with increasing pleasure

CAMEL'S costlier tobaccos bring a new thrill to smoking. If you are not a Camel smoker, why not try the cigarette which has brought more pleasure to more people than any other? Turn to

Camels. Put them to the *severest* test — smoke them *steadily*. For then the true nature of a cigarette is revealed. Find out for yourself how true it is that there's no substitute for *costlier tobaccos*.

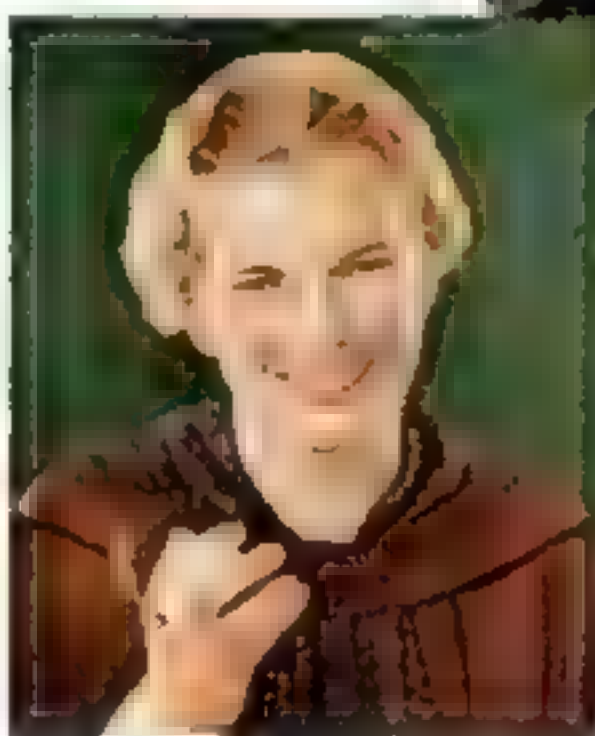


TEXAS RANCHER (above), Fred McDaniel, says: "I never saw the beat of Camels for genuine mildness and tastiness. Me and Camels have been getting along mighty fine now for 15 years."



SOCIETY AVIATRIX, Mrs. J.W. Rockefeller, Jr. (left): "I prefer Camels for steady smoking. I can smoke as many as I please — they never get on my nerves. Camels are so mild — so gentle to my throat."

PRIVATE SECRETARY, Rosamond Morse (right): "Camels make even a hurry-up lunch seem pleasant. They help my digestion to run as smooth as can be."



COL. ROSCOE TURNER (above): "I smoke Camels all I want. What I especially like about Camels is this. First thing after a tiring flight, I smoke a Camel. It sure tastes good! And I get a feeling of new vim — a quick, pleasant 'lift.'"



RALPH GULDAHL, the National Open Golf Champion (above): "I'd walk a mile for a Camel!" he says. "Camels are different from other cigarettes. You see, playing against an all-star field, my nerves run the gauntlet. That's one reason why I prefer Camels. Those mild tobaccos never frazzle my nerves."

THE CAMEL CARAVAN now on the
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Includes "Jack Oakie College" and Benny Goodman's "Swing School"! Sixty fast minutes of grand fun and music. Every Tuesday night at 9:30 p.m. E.S.T., 8:30 p.m. C.S.T., 7:30 p.m. M.S.T., 6:30 p.m. P.S.T., WABC-CBS.



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LOOK AT THE NEW **LaSALLE**, for instance! This great Cadillac-built V-8 has been bettered, refined and improved throughout. It is far more beautiful. It is easier and safer to drive. Yet, its traditional economy has been preserved.

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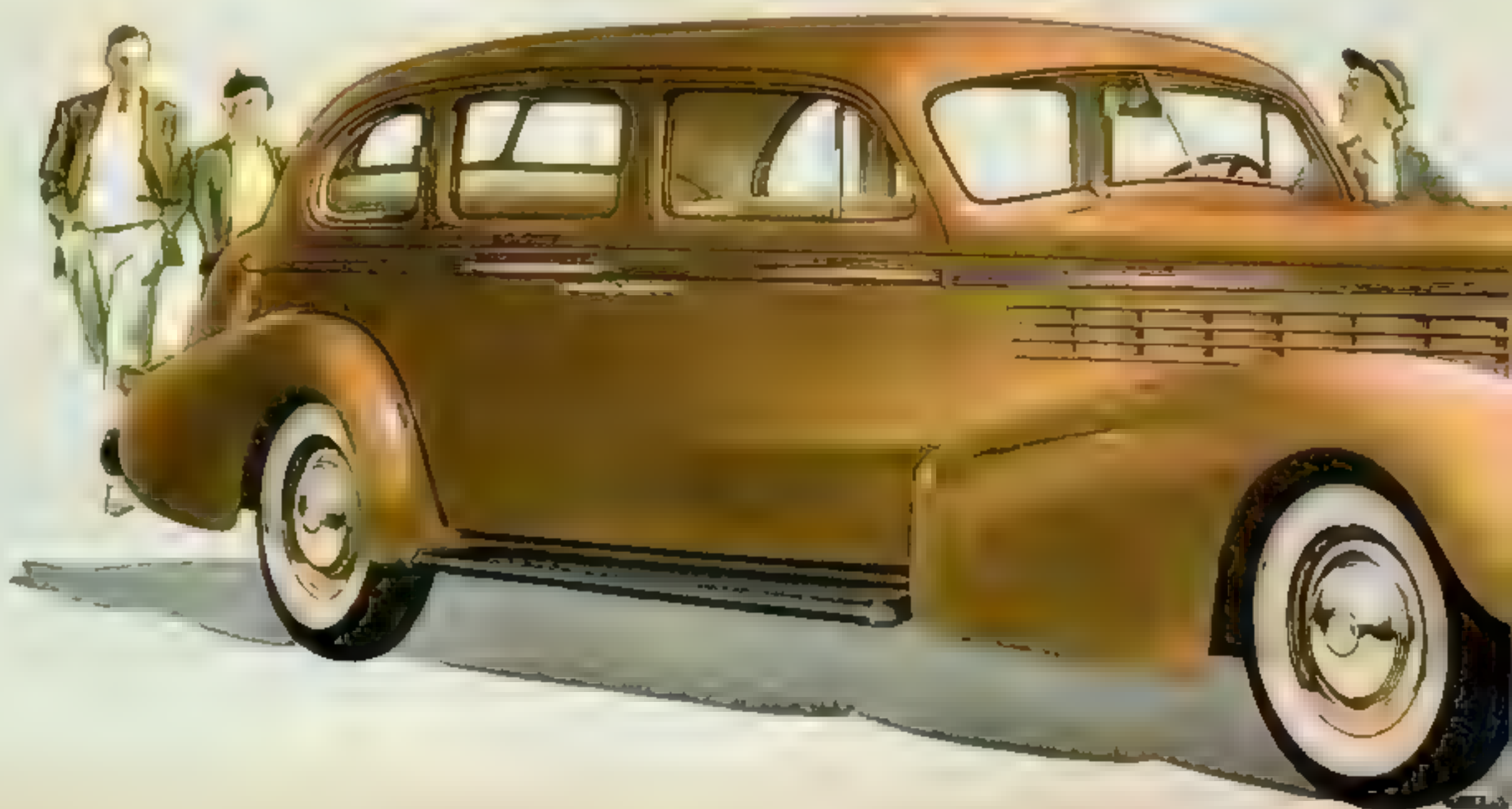
LOOK AT THE NEW **CADILLAC-FLEETWOOD**! Much more luxurious, roomy, and beautiful—with power increased and performance improved—it is, by far, the most magnificent V-8 in Cadillac history. Yet, it is moderately priced, and is unusually economical.

AND, FINALLY, LOOK AT THE NEW **CADILLAC SIXTEEN**! Redesigned around a completely new motor, the Sixteen was created to lead the world in everything that makes a motor car desirable. Yet, it is amazingly practical in every way. Not only is it easy to handle—but it is priced in the range of the 12-cylinder cars!

The new LaSalle and the distinguished new Cadillacs are ready for your inspection. Why not see them today!

THE NEW V-8 *LaSalle*

The new LaSalle V-8 retains LaSalle's characteristic style—but exteriors have been completely re-designed to reflect more adequately the car's great power and sturdiness. The distinctive radiator grille is more deeply curved and lamps are now mounted in the valleys between the low, sweeping fenders and the hood . . . giving a front end ensemble of striking new beauty! Louvers, bumpers, running boards are all new. Vision is improved. Due to the new remote-control Synchromatic Gear Shift, the front compartment floor is level, and entirely unobstructed. There are five body types, with luxurious new upholstery and appointments.





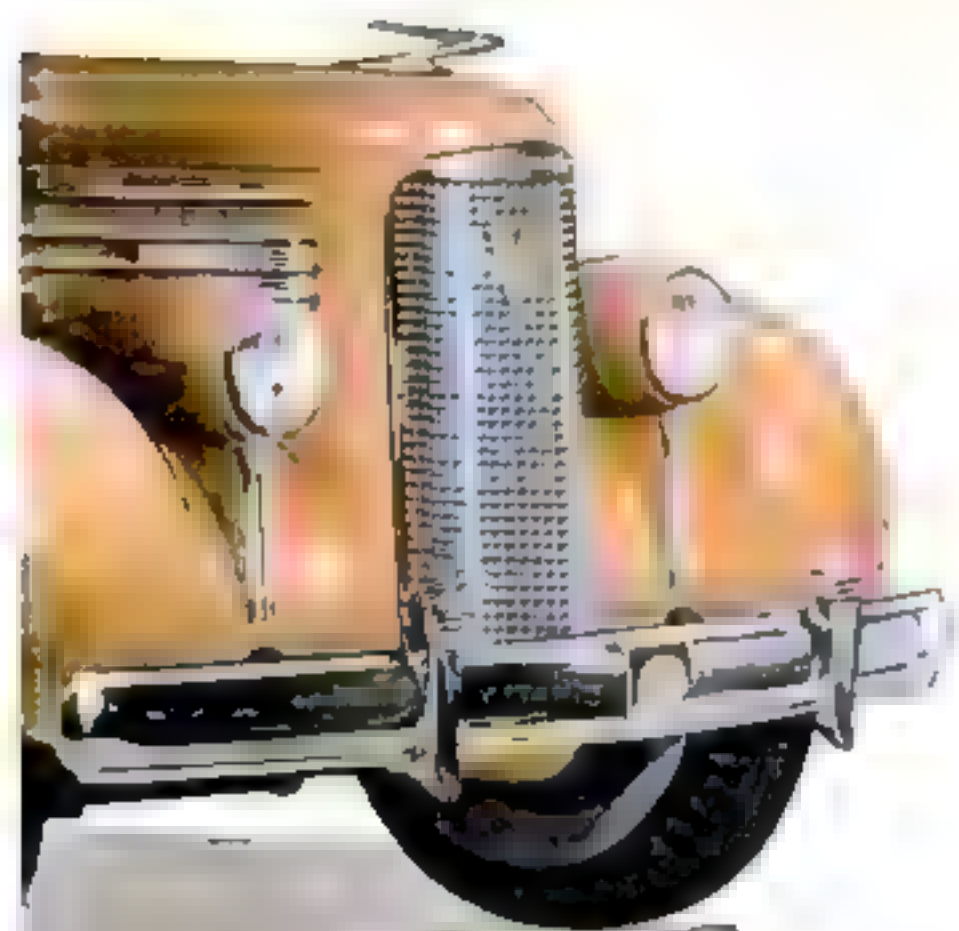
THE NEW *Cadillac-Fleetwood*

Only Fleetwood could build bodies of such astonishing roominess and comfort—and yet achieve coachwork of such *authentic* grace and style. Interior roominess is literally amazing in the new Cadillac-Fleetwood. Every passenger has ample room for relaxation. Even the auxiliary chairs cushion the largest men in perfect comfort. Performance is equally luxurious—the traditional brilliance of the V-8 engine being heightened by a substantial increase in power. There are twelve standard models from which to choose. Custom bodies are also available for this chassis.



THE NEW *Cadillac Sixteen*

The new Cadillac Sixteen is America's most revolutionary motor car. Its new, 135-degree V-type, sixteen-cylinder engine is a marvel of compactness—occupying no more space than the average "Eight." Yet its performance is truly sensational. In speed, smoothness and resiliency, it knows no counterpart. The new Sixteen is an eminently practical car, too. The daintiest feminine hands are completely its master. There are twelve standard body types by Fleetwood. In addition, custom creations may be had to suit any requirement. Remember . . . if you want more than *eight* cylinders, *get sixteen!*



⌈ There is also a distinguished new Cadillac V-8, priced only slightly higher than the new LaSalle. Though not illustrated, this luxurious and fine-performing Cadillac is on display at your Cadillac-LaSalle dealer's showroom. ⌋



No, sir! One saxophone is not enough!

ANY dance band *could* get along with just one saxophone. But *one* saxophone by itself somehow doesn't seem to say "Let's dance!"

It's only when the rich, mellow tones of *several* different saxophones are blended together that you get the smooth *symphony* of tone that makes a truly great dance orchestra.

And, in a way, this is precisely why that one word "*symphony*" comes so close to describing a great whiskey—Four Roses. For Four Roses is not just *one* fine straight whiskey—it is a combination, a *symphony*, of *several* straight whiskeys.

Why *several*? Because, down here at Frankfort, we believe that no *single* straight whiskey, by itself, can possess *all* the qualities of greatness in perfect

balance—no matter how fine a whiskey it may be.

That is why we take *several* great whiskeys—each outstanding for some particular virtue. Then, with almost loving care, we blend these fine whiskeys (*and nothing but these whiskeys!*) together.

The result is Four Roses—and we believe it's the most glorious symphony of whiskey virtues that we, or any one else, ever coaxed into a bottle!

Formerly we blended Four Roses with the following whiskeys: Frankfort, Kentucky; Louisville, Kentucky; Lexington, Kentucky; and others. Today, we blend Four Roses with the following whiskeys: Frankfort, Kentucky; Louisville, Kentucky; Lexington, Kentucky; and others. Today, we blend Four Roses with the following whiskeys: Frankfort, Kentucky; Louisville, Kentucky; Lexington, Kentucky; and others.

FOUR ROSES

WE BELIEVE FOUR ROSES IS AMERICA'S FINEST WHISKY REGARDLESS OF AGE OR PRICE



A blend of straight whiskeys
—no proof



The new 1938 Packard Eight

The Touring Sedan, one of the nine beautiful Packard Eight models for 1938

TEAR OUT THESE CLAIMS...AND MAKE US PROVE THEM!

TEAR
HERE

This year, be a cynic.

Say that no car could be as good as we claim the new Packard Six and the new Packard Eight to be. Tear out the following claims, bring them to a Packard showroom. Say: "I dare you to make good on these statements"...

For the new Packard Six and Eight, we claim...

1 That these new Packards give you the *gentlest* ride you ever had in a motor car; that they make bad roads seem smooth, and smooth roads seem even smoother than they are. *Make us prove it.*

2 That Packard has designed an exclusive new rear suspension which, through a combination of ingenious engineering principles, now gives the rear wheels the superb riding effect of independent wheel suspension. *Make us prove it.*

3 That increasing the wheelbase of the Six from 115 to 122 inches, and the Eight from

120 to 127 inches; that adding more beautiful interiors...have made these cars the most luxurious ever offered at their respective prices. *Make us prove it.*

4 That Packard, working with a great University, has developed the first really quiet all-steel body with an all-steel top. *Make us prove it.*

5 That these cars have a new feeling of security on curves and wet pavements, that side-sway on turns is minimized, that the danger of skidding is reduced. *Make us prove it.*

6 With normal mileage you need to lubricate these cars only twice a year, and then at only 15 points. *Make us prove it.*

7 That these new Packards are the only cars in their price classes to offer *both* long mechanical life and long style life. *Make us prove it.*

8 That if you ride in a Packard, you'll want one more than you have ever wanted any car. *Make us prove it.*

9 That you—right now—can afford one. *Make us prove it.*

These are our statements—and we mean every word of them. Your nearest Packard dealer is waiting for you to come in and challenge them.

1938 PACKARD SIX & EIGHT*

*Formerly called the Packard 120

Each Tuesday night at 9:30 E. S. T. over the NBC Coast-to-Coast Red Network, Lanny Ross and Charles Butterworth have as their guest one of the topmost stars of radio, stage or screen. Don't miss Packard's big star-studded full hour show.

ASK THE MAN WHO OWNS ONE



Time to change

YOUR SHELL DEALER has the correct winter grade of new Golden Shell Motor Oil for your car. Play safe. Let him flush and refill your crankcase today. It takes only 15 minutes.

age -



\$3,000,000—3 years of research to produce this new-type motor oil for stop-and-go driving.

You need this **FAST-FLOWING, TOUGH-BODIED** motor oil for winter **STOP and GO**

It's stepping on the starter that wears out your engine—not stepping on the gas.

Automotive engineers state that approximately $\frac{3}{4}$ of all engine wear occurs in the starting period. Hence, when you change to winter oil, change to the oil made especially for Winter stop and go—the NEW GOLDEN SHELL MOTOR OIL.

New Golden Shell, developed at a cost of over \$3,000,000 and 3 years of research is FAST-FLOWING. It reaches each part in your engine the instant you start... puts a wear-reducing oil cushion between every metal surface.

New Golden Shell is also TOUGH-BODIED. It withstands the high temperatures of your steady running—resists breaking down into power-stealing sludge and carbon.

It takes only 15 minutes to have your crankcase flushed and refilled with the correct winter grade of new Golden Shell. There is a Shell dealer in your neighborhood.

WINTER

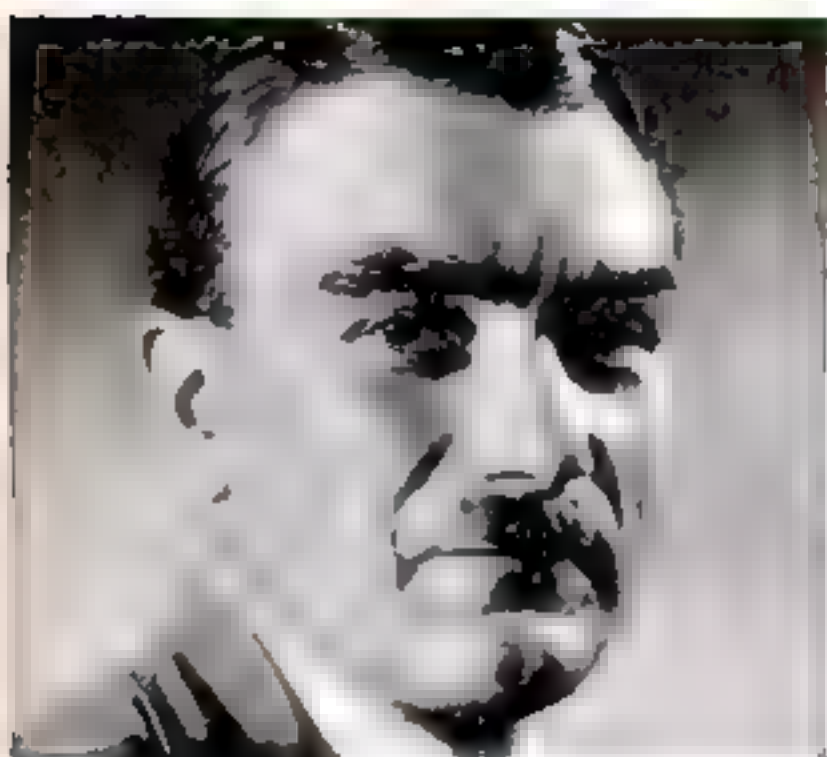
Golden Shell



MOTOR OIL

"WHAT'S NEW ABOUT THE 1938 NASH?"

"ALL OF IT!"



says **BOAKE CARTER**

- *CONDITIONED AIR for Winter Driving
- *NEW SOUND-PROOFING—25% quieter cars
- *Sensational new SUPER-THRIFT ENGINE
- *The ROOMIEST CARS in their field
- *Perfected AUTOMATIC GEAR-SHIFTING
- *The first FATIGUE-PROOF ride

*In Every Way-It's a **VALUE BOMBSHELL***

Boake Carter went over the new Nash cars from bumper to bumper...checked up every feature...says:

"I've seen a *new kind* of automobile... a *new kind* of motoring!"

"Here's the world's first car with a **CONDITIONED AIR** system for winter...you can drive in your shirt sleeves through sub-zero blizzards.

"Under the hood there's a new kind of engine... designed to cut

out costly power-wastes...and perform brilliantly 365 days a year.

"I drove the cars over shockingly rough roads. Never felt a jolt. Nash engineers have worked miracles in utter **RIDING-SMOOTHNESS**... by perfect balance of car weight... springs synchronized like clock-work... and the amazing new 'SEA LEGS' that hold the big car steady as a rock on hair-raising curves!"

"My advice is—drive the new Nash yourself. There are 83 real and important improvements."

These great new cars are now at your Nash dealer's... prices and values unmatched in any other cars this year!

THREE GREAT 1938 NASH SERIES:
LaFayette, 117-in. wheelbase; Ambassador Six, 121-in.; Ambassador Eight, 125-in.—NASH MOTORS DIVISION, Nash-Kelvinator Corp., Kenosha, Wis.

LISTEN to PROF. QUIZ... every Saturday night... *Columbia Broadcasting System...* see your local papers for the hour!



**GET OUT OF THE
"ALL THREE" CLASS!**

The big Nash-LaFayette has it all over the Small Cars for room... power... wheelbase...and good solid riding-comfort. Yet, compare your local delivered prices and you'll find the difference, if any, is too small to count! This is the year to enjoy the kind of car you've always promised yourself... *and here it is!*

QUICK FACTS about Nash Features

SUPER-THRIFT ENGINE

Modernized and simplified design... fewer parts... greatest engine advance in 20 years... 10% more power, 12% more gas-mileage... sensational performance; unaffected by any weather.



CONDITIONED AIR SYSTEM

for winter driving 70° in your Nash when it's zero outside... no more icy drafts, dust, window-steam... 1938 Nash is world's first car to have it!



LIKE WINGS ON YOUR CAR!

Automatic Cruising Gear—first on any low priced car... saves gas and oil... lets engine run effortlessly... biggest thrill in motoring today.



"SEA-LEGS"

Skyliner-type shock absorbers mounted a new way... act like "sea legs"... hold the car steady as a rock and help lick all the jolts and bumps.



**83 IMPORTANT NEW
VALUE-FEATURES!**

*You Can't
Beat A*

NASH

**THE GREAT
INDEPENDENT**

PHIL BAKER SAYS

"Good-bye 5 O'clock Shadow!"



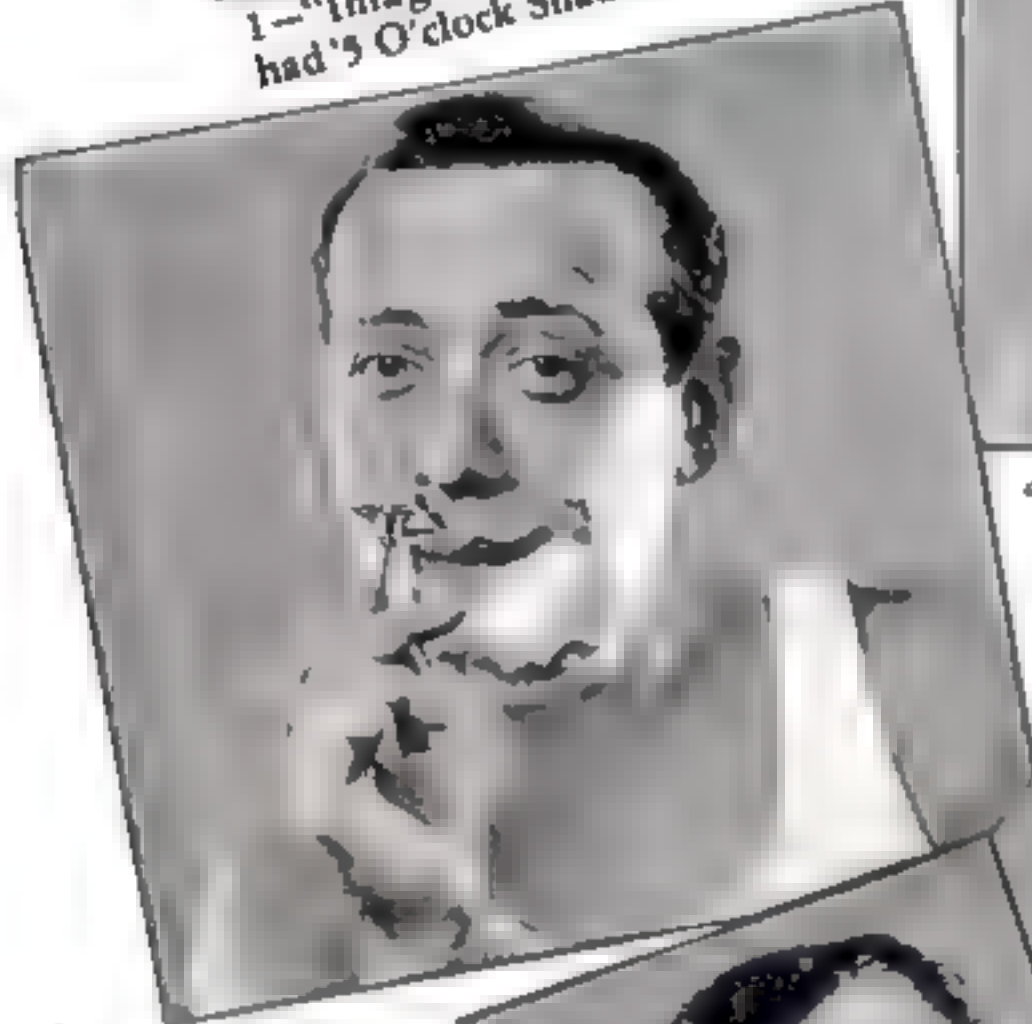
1—"Imagine Bottle telling me I had '5 O'clock Shadow' yesterday."



2—"Well, I can't take chances on my appearance, so here goes with my new Gem."



3—"Pretty smart razor. Twist, it opens. Put in the blade. Twist, it closes."



5—"Right across that mustache area without a pull or scrape. Gem, where have you been all my life!"



4—"Smooth! Why it actually makes me shave like a master barber!"

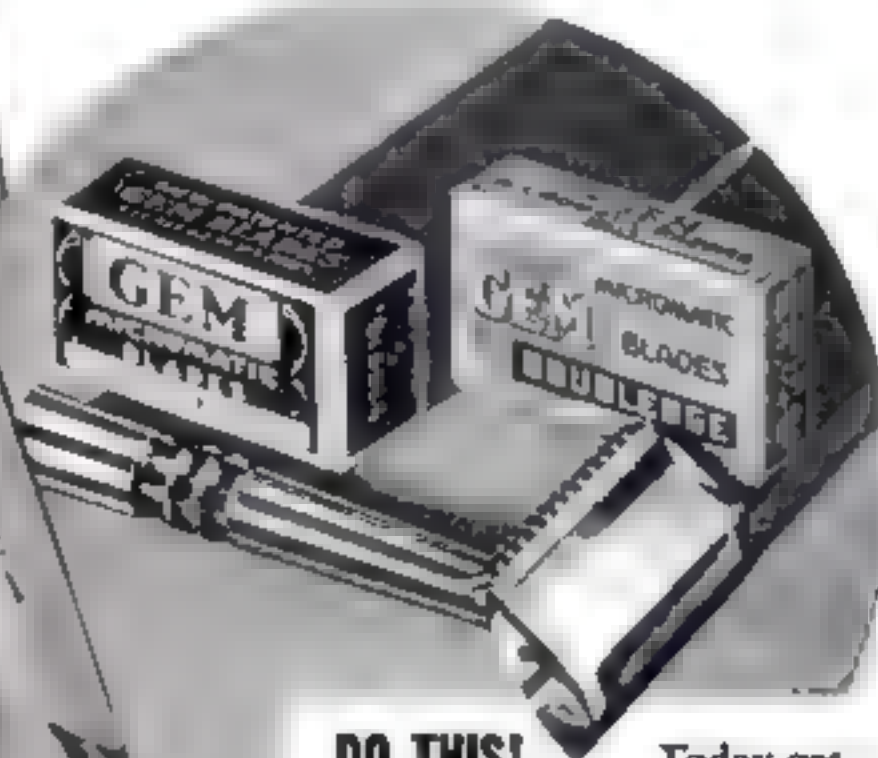


AVOID
5 O'clock Shadow

Don't gamble with your personal appearance! Inefficient shaving instruments are bound to give you that unsightly, premature beard growth which appears about 5 P.M. Stay clean with Gem! Only Gem uses the fine Gem Micromatic Blade, stropped 4840 times to a super-keen, longer-lasting edge. Only Gem has face-fitting bevel, dual-alignment! See Coupon!



6—"Twelve hours later, and here it is ready for my Sunday evening Good Gulf Broadcast over CBS! My chin is absolutely shadowless. Hey! Bottle! Have a look!"



DO THIS! Today get a Gem Razor with 5 Gem Blades from your dealer for \$1.00. Or send coupon below for extra special 25¢ "PROOF" Offer!

GEM MICROMATIC RAZOR and BLADES

FOR PERFECT SHAVES—USE A GEM IN A GEM!

SPECIAL "PROOF" OFFER

Gem Division, American Safety Razor Corp.
Dept. LE48, Brooklyn, N. Y.

Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

PRINT NAME _____

STREET _____

CITY _____

STATE _____

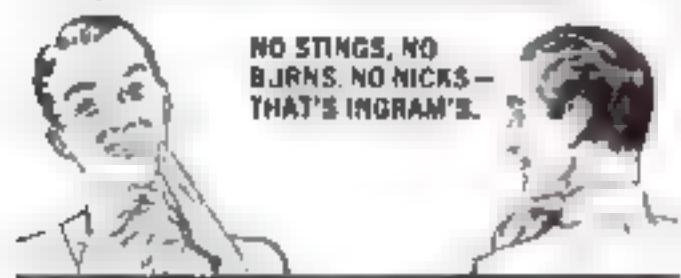
(If you live in Canada, write Mutual Sales Co., 426 Wellington St. W. Toronto 2, Canada)

Copyright 1957, by American Safety Razor Corp.

Kettering (continued)

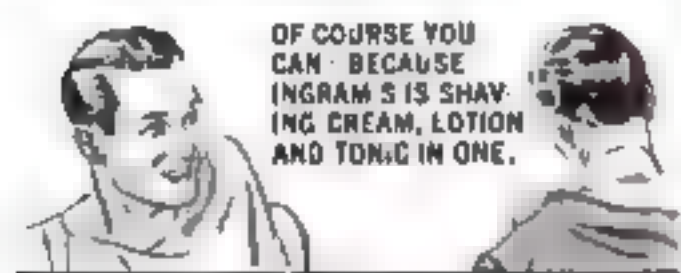


I'M GLAD YOU TIPPED ME OFF TO INGRAM'S. MAN, WHAT A JOB IT DOES ON WHISKERS.



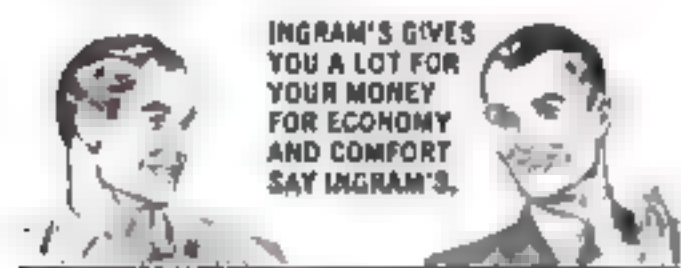
NO STINGS, NO BURNS, NO NICKS—THAT'S INGRAM'S.

WHILE I SHAVE I CAN FEEL INGRAM'S "KICK"—FEEL IT TONING MY SKIN.



OF COURSE YOU CAN—BECAUSE INGRAM'S IS SHAVING CREAM, LOTION AND TONIC IN ONE.

BETTY SAYS MY SKIN LOOKS SMOOTHER—YES, AND YOUNGER!



INGRAM'S GIVES YOU A LOT FOR YOUR MONEY FOR ECONOMY AND COMFORT SAY INGRAM'S.

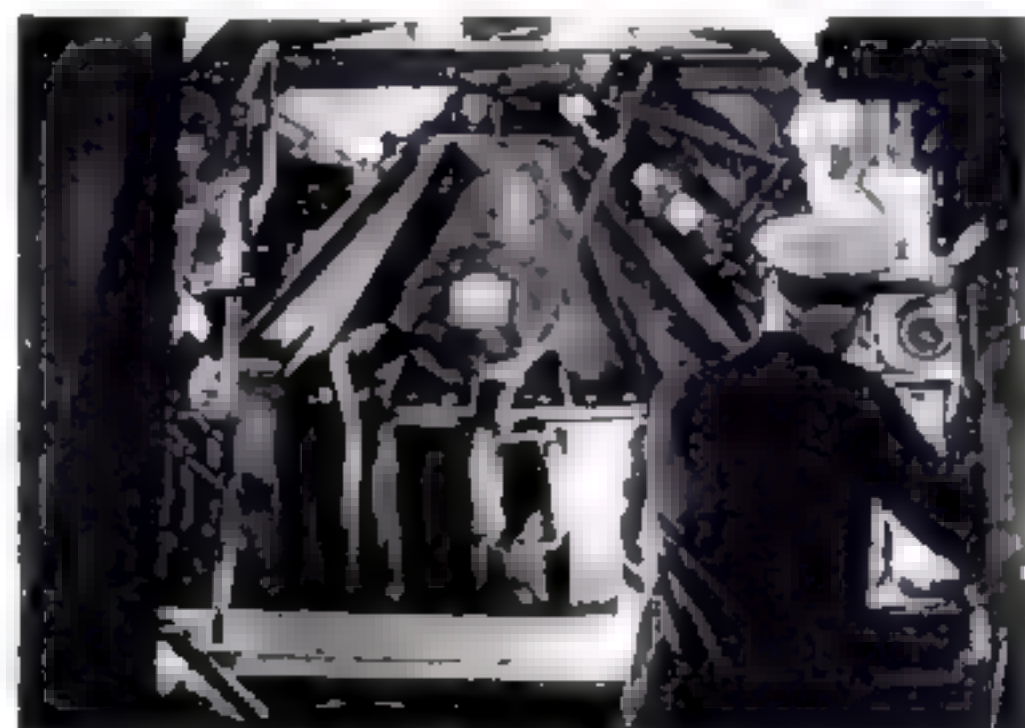
WHAT a difference when you drape that first cooling brushful of Ingram's across your chin. What a smooth, whisker-wiping performance it delivers. Your razor goes through your whiskers like a hot knife through butter. But it's the *plus* in Ingram's that made its reputation—the freshening, astringent tonic "kick" that makes your face *look* younger and *feel* younger. Facial and massage with every shave—what more can you ask from a shaving cream!



INGRAM'S
Concentrated
SHAVING CREAM
A little goes a longer way



Ket lives 30 days a year at his Dayton, Ohio home (above), spends the rest of the time at the Book-Cadillac Hotel in Detroit.



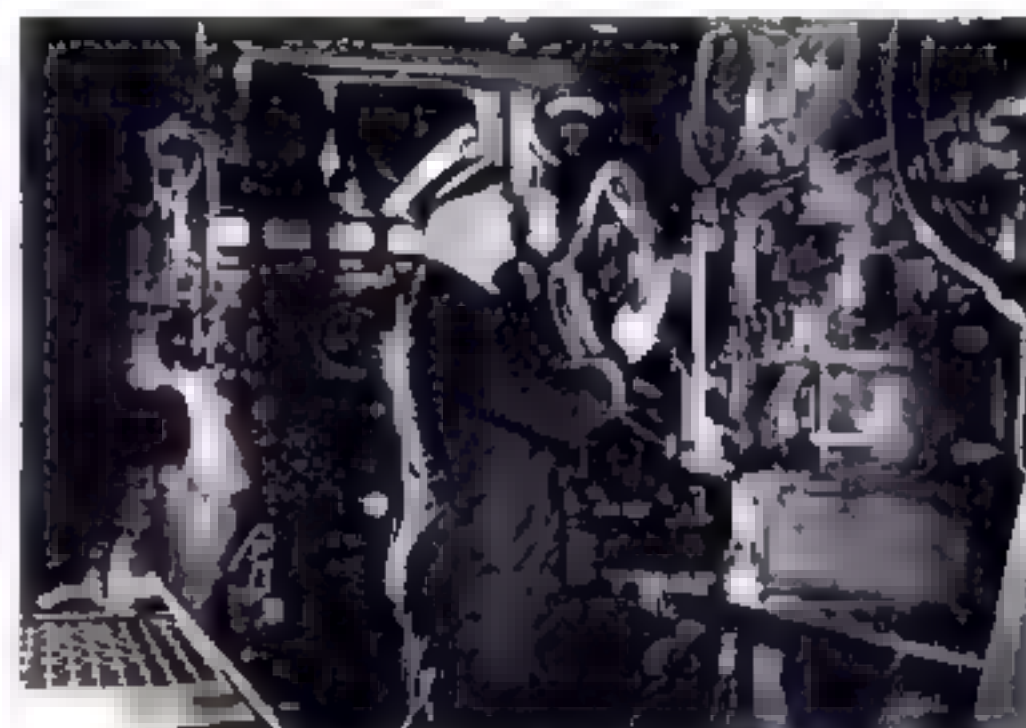
Gyro stabilizer reduces roll, is one of many accessories in the yacht. Ket is a good sailor, but some of his friends are not.



This massive generator is used to synchronize the speed of the two propeller shafts, thus partially eliminating vibrations.



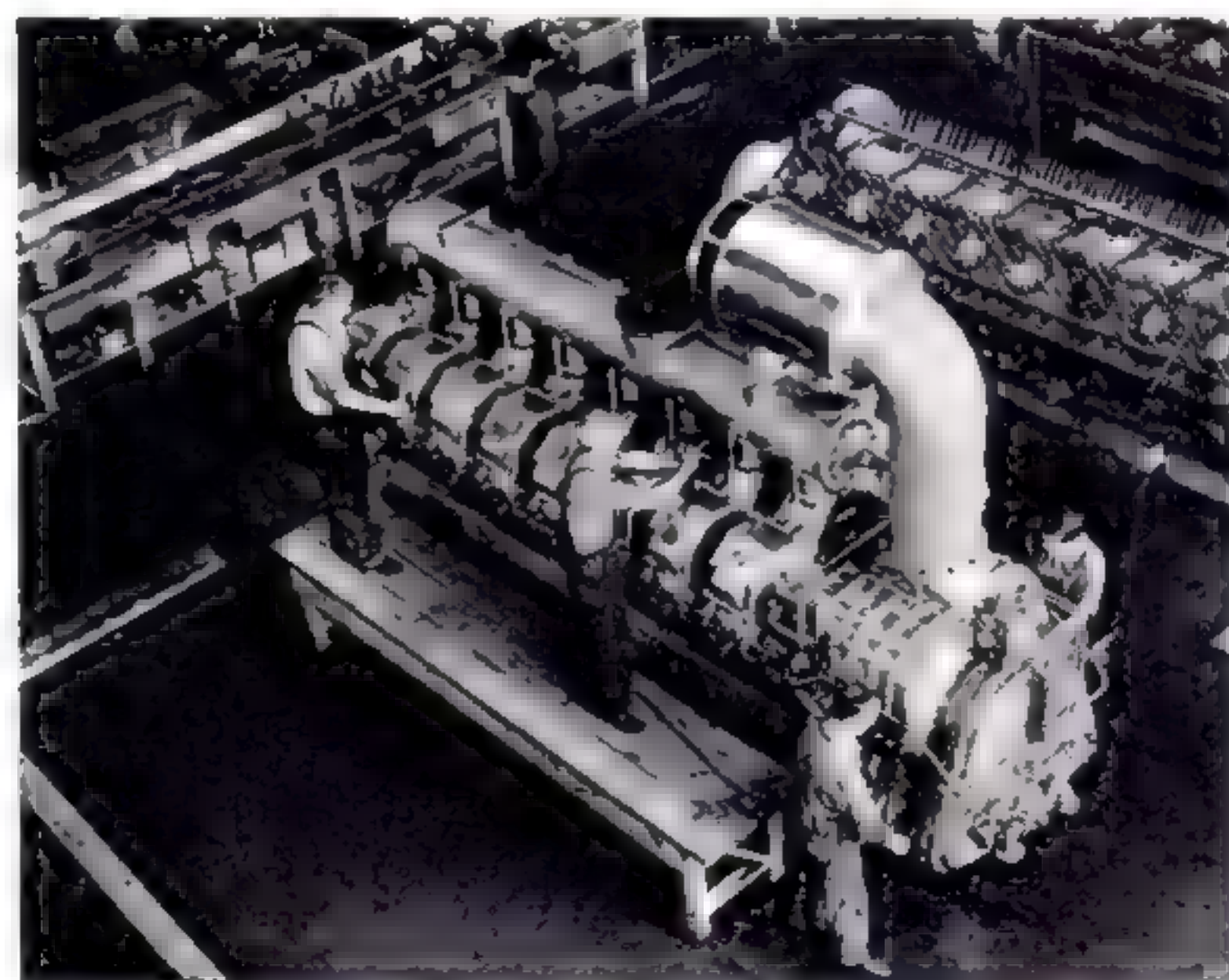
The Olive K is a Diesel yacht which Ket bought in 1929 for experimental purposes. He named it after his wife Olive Kettering.



Chief Engineer Louis Fernando Laso (above) says the Olive K is Ket's laboratory for trying out Diesel motor improvements.



Main electrical switchboard has more gadgets than that of any other ship of equal size, includes a device for tuning clocks.



Sixteen-cylinder Diesel engines for locomotives were developed by Ket as a result of his experimentation on the Olive K. They now power most of the new streamlined trains. According to Ket, the Diesel engine will cause "the railroad business to be completely changed," and "will exercise its influence perhaps more quickly than any other means of generating power."

HERE THEY COME...
THE FOUR HORSEMEN OF HILARITY!

swinging you into the
gayest, giddiest musi-
comedy of the season

MERRY-GO-ROUND of 1938

• When one woman has 5 babies
... that's news! When 4 men be-
come the father of 1 girl... that's
the "Merry-Go-Round of 1938!"

Everybody takes
everybody else
for a ride!



• "50 grains of rice
... that's the diet
for swamis!" But
Mischa likes his
rice smothered in
turkey sandwiches!



A New UNIVERSAL Picture
with

BERT LAHR · JIMMY SAVO · BILLY HOUSE
ALICE BRADY · MISCHA AUER · JOY HODGES
LOUISE FAZENDA · JOHN KING · BARBARA
READ · DAVE APOLLON and his orchestra.

Screen Play by Monte Brice and A. Dorian Oves.
Original story by Monte Brice and Henry Myers.
Directed by Irving Cummings.

Produced by B. G. De SYLVA
who made "Sing, Baby, Sing" and other big hits!

In charge of production, CHARLES R. ROGERS

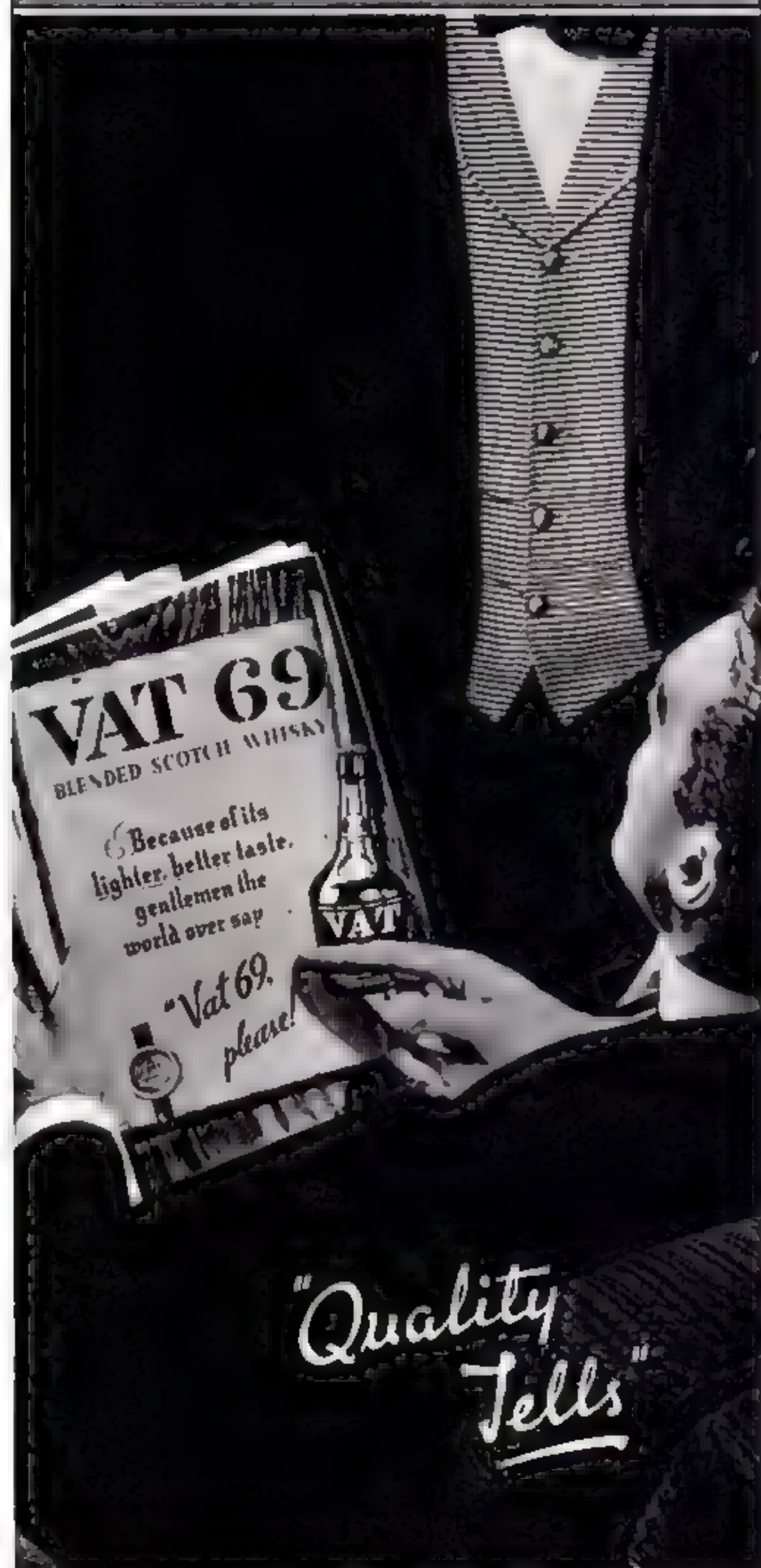
HIT SONGS!

"I'm In My Glory"
"More Power to You"
"You're My Dish"
by JIMMY McHUGH and
HAROLD ADAMSON
who gave you
"Where Are You?"

SEE IT AT YOUR LOCAL THEATRE

VAT 69

BLENDED SCOTCH WHISKY



Imported Exclusively by

PARK & TILFORD Import Corp., New York, N.Y.

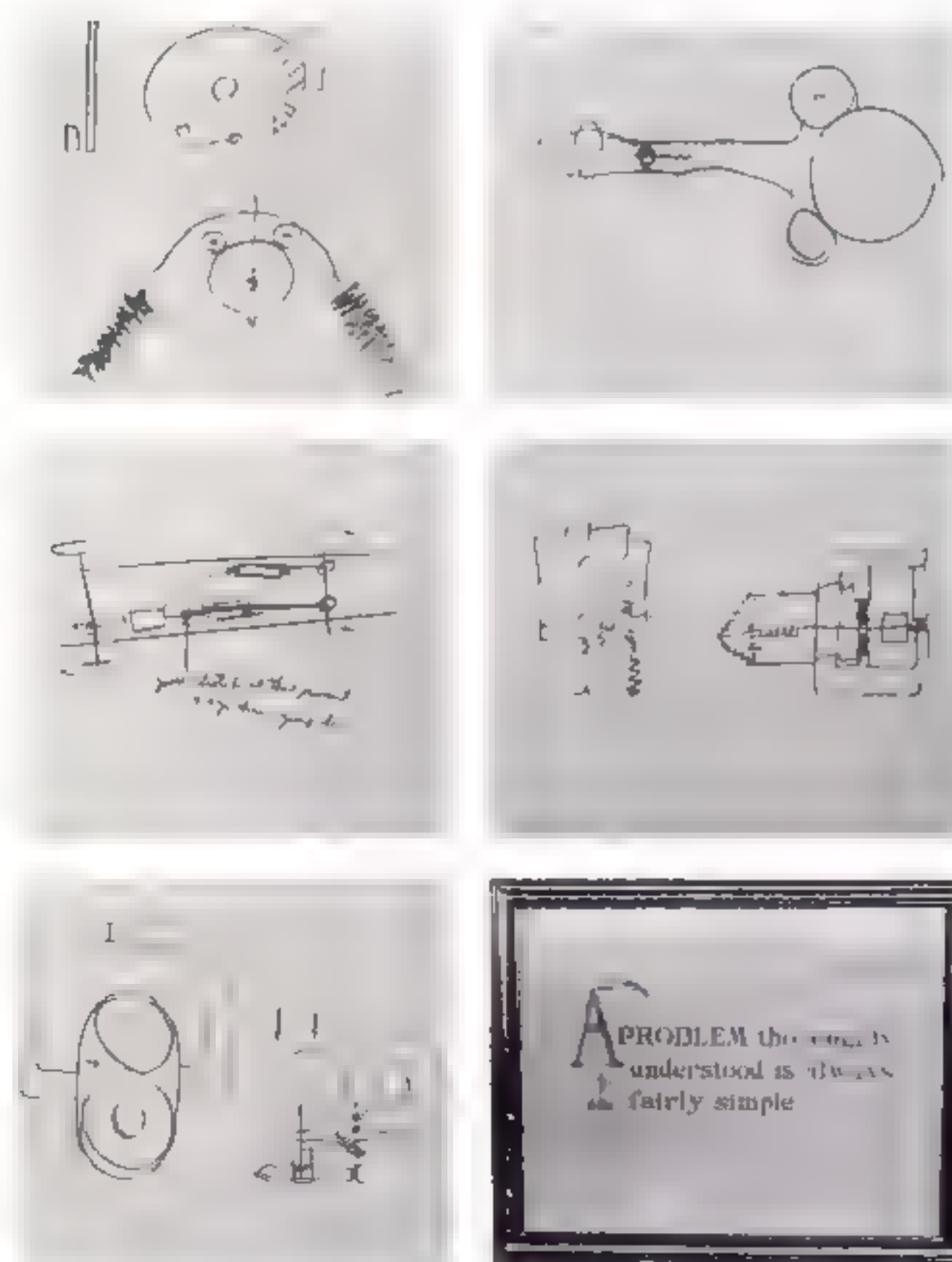
86 PROOF

Kettering (continued)



Honorary degree of Doctor of Science—eighth in ten years—was conferred on Ket last June at New York University by Chancellor Harry Woodburn Chase (left).

Thirty years ago, Ket was a visionary in whom few people had any confidence. Today he has seen his visions come true, has new visions. To science he delegates the job of making this a finer world. Says he: "I belong to a group of men who believe the world isn't finished. Nothing is constant but change. We work day after day, not to finish things, but to make the future better . . . because we will spend the rest of our lives there."



These "doodle" diagrams are his favorite method of making a knotty problem clear to his researchers. At right is the motto which has guided him from the start.



NOW PRECIOUS *Vitamin A* IN WHOLESOME NEW NUCOA!

For your children's growth and protection—Vitamin A is now added to the rich food-energy of this delicious new-type margarine



"WHAT A BLESSING NUCOA IS!" say thousands of grateful mothers. For now NUCOA—always so delicious, so wholesome and nourishing—contains Vitamin A! Besides its rich store of food-energy (3,400 calories per pound) NUCOA now gives you the *plus* benefit of this precious "growth and protection" vitamin. Yet NUCOA is such a saving...makes such a difference in the cost of feeding your family!



A WONDERFUL "THRIFT SPREAD" that helps you balance your family's diet and your budget, too! NUCOA is approved by Good Housekeeping Bureau and accepted by the American Medical Association, Council on Foods. Test NUCOA on toast. See how sweet and fresh it always tastes, how different it is from ordinary margarines!



DOCTORS AND DIETITIANS tell you that Vitamin A is a most important substance children need to get from their food. It helps them to grow strong and sturdy. Each and every pound of NUCOA now contains over 7,500 units of this important vitamin. It *never* varies. Day in and day out it fits ideally into the diet that every growing child requires!

LUXURIOUS IN ALL YOUR COOKING!

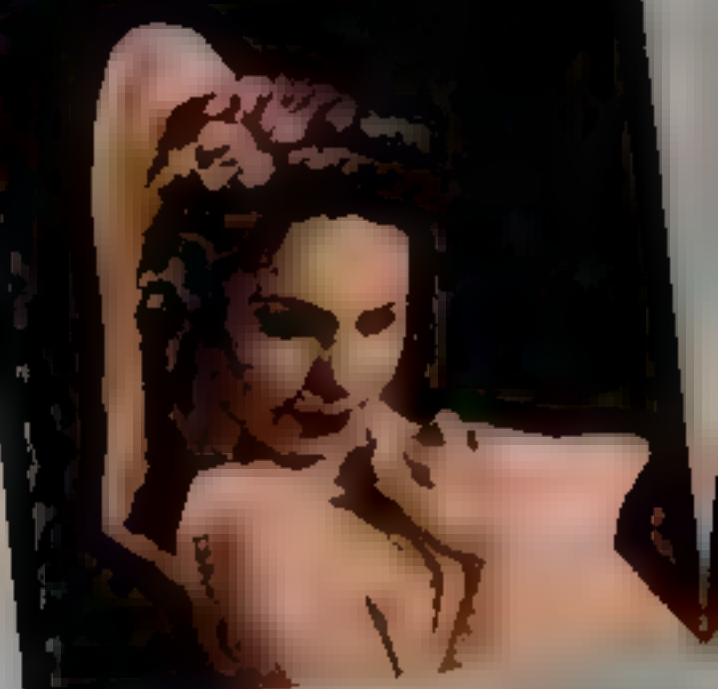
NUCOA seasons vegetables deliciously... makes cakes taste rich and expensive although they are actually *so* economical! Use NUCOA as it comes from the package for cooking. For table use you can easily tint it a tempting golden yellow with the pure color-wafer included in each package.



**NEW NUCOA, THE WHOLESOME
"THRIFT SPREAD" FOR BREAD
SAVES YOU MONEY ON EVERY POUND!**

Churned by The Best Foods, Inc., Makers of Hellmann's and Best Foods Real Mayonnaise

Try bathing

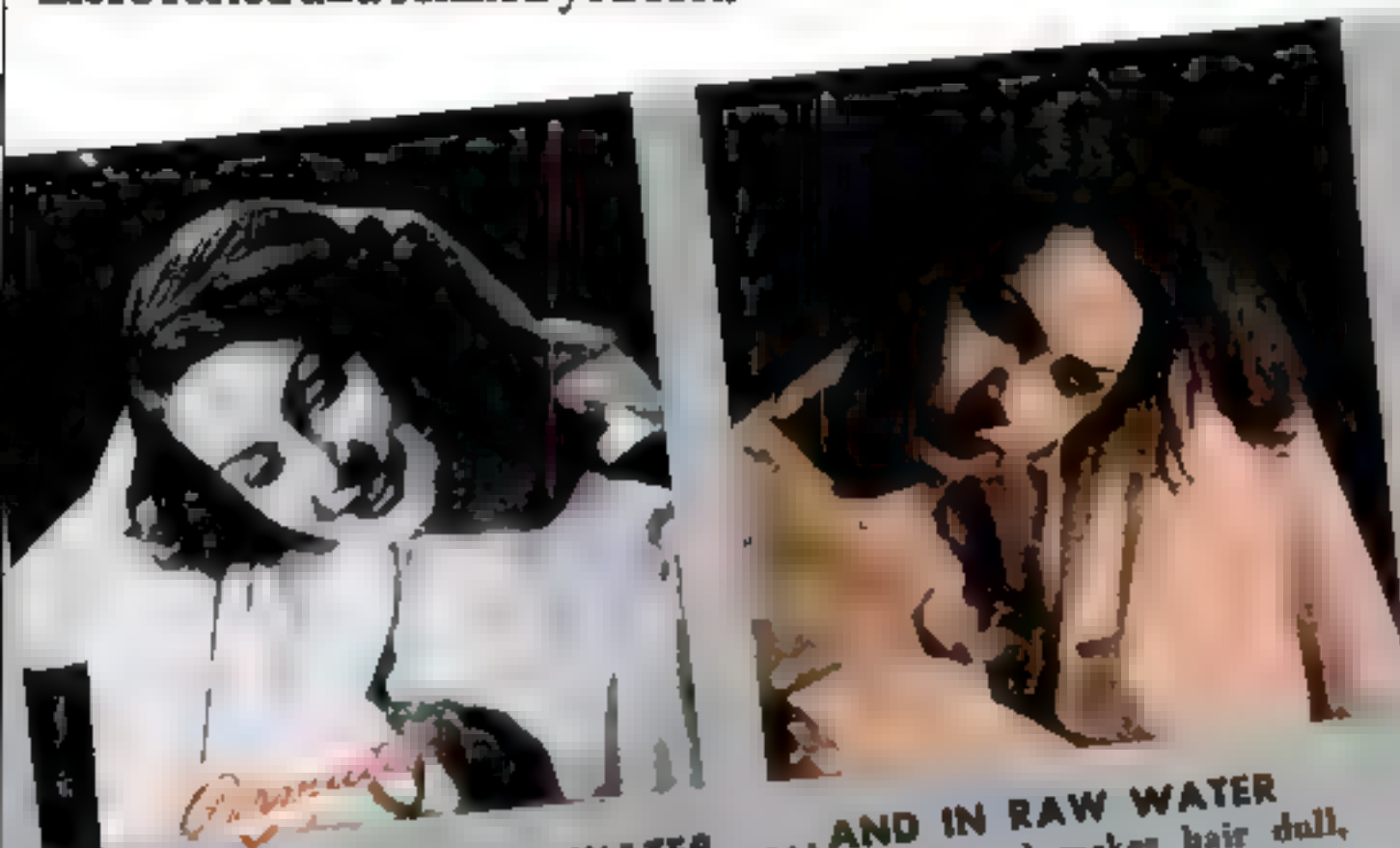


...AND IN RAW WATER
Raw water and soap make a curd
which clogs skin pores. This
makes skin dry, look old, and often
causes blemishes.

PERMUTIT CONDITIONED WATER GIVES

in conditioned water...

Discover how quickly soap whips up into a rich lather... how easily the suds rinse off... how clean and smooth your skin feels... how much more rested and relaxed you feel.



...IN CONDITIONED WATER
See how soft and fluffy your hair dries when freed of the gummy raw-water curd. See how the light and lustre are brought out.

...AND IN RAW WATER
Raw-water curd makes hair dull, stringy, sticky, unsightly. Even lemon and vinegar rinses do not help. It's exasperating!



...IN CONDITIONED WATER
Less work in dish-washing and no wiping. Glasses and china dry perfectly clear and clean. No steam to dull and smear the surfaces.



...AND IN RAW WATER
See how raw-water curd leaves its scummy coating on glass and silver. This has to be wiped off during drying. Some always remains.

...AND YOU'LL NEVER GO BACK TO RAW WATER

It won't cost you a cent to make this trial. Your Permutit dealer will lend you a portable water softener free (illustrated on the facing page). Enjoy the luxury of a soft-water bath and shampoo. Discover how it cuts the drudgery of dish-washing and laundering. One day's trial will show you how easily water troubles can be ended. A full-size automatic Permutit unit...

electrically controlled... installed in your cellar, will condition *all* the water you use in your house. And even the large unit can be yours free... because it actually saves you more than it costs. You can buy a Permutit Water Softener for 25¢ a day and it saves the average family over \$100 a year. Get the full story. The Permutit Co., 330 W. 42d St., N. Y. C.

DEALERS: Permutit Water Conditioning Equipment is today's household necessity. It is a personal luxury that saves its own cost. Valuable exclusive Franchises are still available. Write us today for Dealer Plan.

Mail the coupon for complete information about this new Permutit Electric Automatic Water Softener.



DRINK CONDITIONED WATER
Good for you. No chemicals used. Bad taste and odor can be taken out. Millions of people drink Permutit Conditioned Water every day.

Permutit

WORLD'S LARGEST SPECIALIST IN

Water Conditioning

There is Permutit equipment to soften water, to take out dirt, bad taste and odor, to remove iron, to stop corrosion. A complete water conditioning service! Recommendations and analysis free.

THE PERMUTIT CO., DEPT. L-9, 330 W. 42ND ST., N. Y. C.

Please give me information about conditioning my water supply. I have checked the water troubles I wish corrected.

- ☐ Water is hard ☐ Water contains iron
- ☐ Water is dirty ☐ Water is corrosive
- ☐ Water has bad taste or odor
- ☐ Send Dealer Merchandising Plan

Name.....

Address.....

City.....State.....

County.....

YOU BEAUTY, SAVES WORK, SAVES MONEY

MEET AMERICA'S NO. 1 DRUDGERY DODGER!



"MY FRIENDS NEVER HAVE DIRTY ROLLER TOWELS TO WASH! With a Scott Towel rack over your sink, you always have clean kitchen towels. Use a Scott Towel once—throw it away!"

I save you the messy household jobs you hate the most



"YOU needn't ever wash out another greasy kitchen rag, if you hang me on your kitchen wall. Put me up in the bathroom, and I'll save your good linen towels. In the garage I'll make your husband my friend for life! I'm soft and absorbent as cloth, always immaculately clean—and so tough I do the work of two ordinary paper towels. I'll cut your laundry bill in half . . . for I cost less than a penny a dozen!"



"ANOTHER TOWEL WASHING SAVED! Instead of having to use a clean cloth for the lettuce, she used immaculate, absorbent ME! I'm always thirsty!"



"MADAM, THIS IS SO UNNECESSARY! Spread a Scott Towel or two on your kitchen table before you start to peel your vegetables or prepare your melons."



"SAVED! 1 BIG—1 TABLE-CLOTH! Put me on the floor if your tot's dinner is likely to land there, as well as under her tray. Save laundries!"



"PUT ME UP IN THE BATHROOM! Let your children, your husband wipe their hands on me. Three dozen of me cost less than to have just ONE of your good linen towels laundered!"



"SHE COULD USE ME AS A PHONE HOLDER—and save an extra cleaning-up. Try it—next time the phone catches you with floury hands!"



"THE FASTIDIOUS WAY TO CLEAN A GREASY SINK . . . with a soft Scott Towel or two . . . NOT with a dishcloth, which must be washed."



"NO PAINT TO CLEAN UP IF I'M AROUND! Put Scott Towels under your job—save a back-breaking cleaning-up. Soak me in turpentine to clean hands afterwards!"

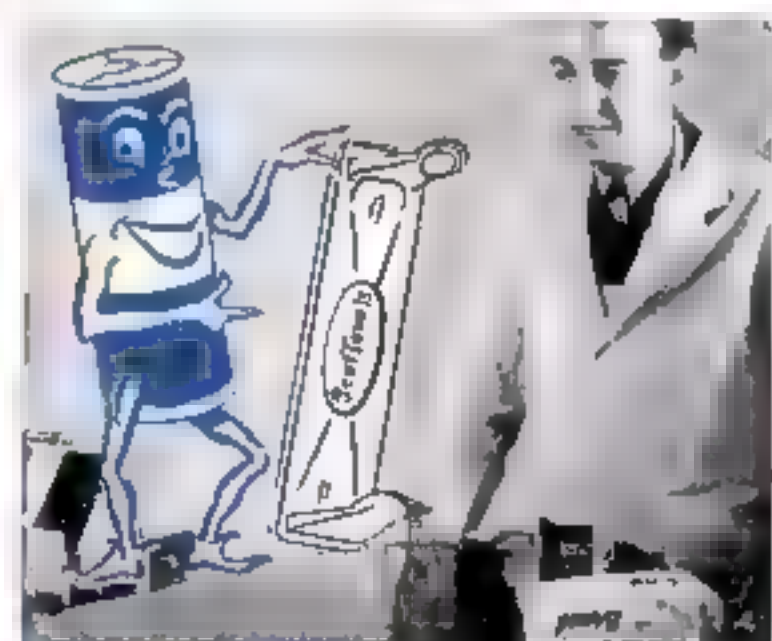


"USH! DON'T DO THAT! She'll have the smelly, greasy dishcloth to wash out afterwards, too. Why doesn't she reach for a crisp, clean Scott Towel off me . . . use it and then throw it away?"



"I'LL PICK UP BROKEN GLASS—Wet me, and tiny splinters stick to me. Use me to pick up the big pieces, too. And if anything spilled I'll dry it fast!"

"PUT ME UP IN THE LAUNDRY! Wipe off the clothesline with me. Roll small pieces in me. I'll keep them just damp enough to iron beautifully."



"Your dealer is featuring me and my handy rack this week. Look for a display at your grocery, drug, hardware or department store."

"HUP!"—AND FIVE PERFECT HUNTING SPANIELS MAKE A PERFECT PICTURE



The dogs in the picture above are not posing. An instant before they were racing across a field. At the command "Hup!" they sat down motionless because they are trained hunting Spaniels that have all won honors in field-trial contests. Their handler is Ehas Cornell Vail (*left*) considered by many the best field-dog trainer in the U. S.

When they are 3-month-old puppies at Vail's kennels at Poughkeepsie, N. Y., Spaniels learn their

names. At 12 months their real schooling begins. First they learn how to walk on a leash. Later they are unleashed and at the command "to heel," trot dutifully beside their trainer. At two years, they know how to sit at the command "Hup" as shown above and not disgrace themselves like the puppy on the front cover.

Natural fetchers, Cockers are used as retrievers. For a champion Spaniel in action see the next page.

FREE



A VANITY BOTTLE

OF AMERICA'S NUMBER ONE
Skin Protector
 for anyone who has not tried it!

Right now, cold weather and raw winds are making many a pretty woman's skin coarse, red and unpleasant in appearance. And there's no need for it because you can enjoy the nation's most widely-used skin protector, Italian Balm, for a cost of far less than 1/2 cent a day.

Italian Balm prevents chapping. For more than a generation, this famous skin preparation has been "first choice" among your outdoor-loving neighbors in Canada. And in the United States, too, it has no equal in popularity. Women who use it have a chap-free skin regardless of weather or housework. And thousands of professional people, too—physicians, dentists, nurses—are enthusiastic in their praise of this scientifically made skin softener.

Try it! Send for **FREE** Vanity Bottle!—enough to give you several days' supply. Mail coupon today.



Campana's Italian Balm

"America's Most Economical Skin Protector"

FREE

CAMPANA SALES COMPANY,
 313 Lincolnway, Batavia, Ill.

Gentlemen: I have never tried Italian Balm. Please
 send me VANITY Bottle FREE and postpaid.

Name _____

Address _____

City _____

State _____

In Canada, Campana, Ltd., 1-313 Colborne Road, Toronto

A hunting Spaniel retrieves (continued)



The most prized hunting Spaniel in the U. S. is High Time Elcova (above). This little Cocker has won five field stakes, more than any other dog of his breed. He has just sat silently while his trainer shot, but at the command "dead," has rushed forward for the "pick-up." Now he grasps the bird naturally and deliberately so he won't have to stop on the way to change the position of his load. Prize field-trial Cockers are worth up to \$1,000.



The return was swift. Now High Time Elcova sits down in front of his master holding his head high and straight, waiting for Vail to take the bird.



The delivery was perfect. Cockers are at their best from 2 to 7 years of age. When 10, they are considered as old as a man of 70. High Time Elcova is 4.

CONTINUED ON PAGE 85

One "Spirit" that speaks for itself and needs no

Ghost Writer



You can fill an "ad" with adjectives, but you've got to fill a bottle with *Good Whiskey* to have it gain the *Grand Welcome* that G & W always gets. And you needn't *Grow Weary Guessing Why*. G & W is good to begin with because it begins with good ingredients...good all the way through because it's *controlled* at every step. You'll never *Go Wrong* when you go for G & W. Remember the "spirit" and the letters...G & W is *Genuinely Worthwhile*!

Still time to enter the *Gruen Watch Contest*!

FREE! \$50 Gruen Watches for the 10 best lists of 10 "G & W" names or expressions (like *Good Will*, *George Washington*) plus your comments on G & W whiskies or guns. Get entry blanks at dealers, or use own stationery. *Mail entries before Oct. 31 to G & W, P.O. Box 887, Detroit, Mich.



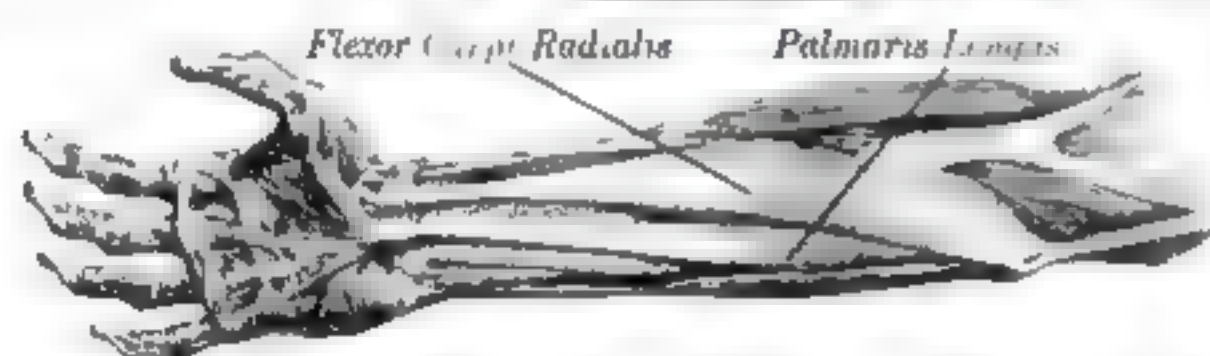
Get Wise...get **G & W**...it's Good Whiskey

Gooderham & Worts, Ltd., Detroit, Mich. 48201. G & W BLENDED STOCK STRAIGHT RYE OR BOURBON WHISKEY—This whiskey is 7 years old. Bottled in Bond in Canada. 100 proof. G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is 6 years old; 25% straight whiskey, 75% neutral spirits distilled from grain. 90 proof. G & W MILL FARM STRAIGHT BOURBON WHISKEY, 90 proof. *This contest limited to adults in states where such contests are permitted. Entry blanks are available only in such states. Gooderham & Worts reserves the right to use in its advertising or promotion any material submitted. Duplicate prizes in case of ties.

A Swell Partner Saturday Night

—but a Handicap on Sunday

Back and shoulder muscles must do superlatively smooth, even work. Hand and finger muscles must avoid cramping.



Waste Products Lodge in Overworked Muscles

After exercise, as the lactic acid settles in the muscle fibers, fluids filter in. The muscle swells, presses against its sheath. This is the cause of the pain and stiffness you feel. Absorbine Jr. quickly

brings an increased supply of blood to the overworked muscle. This carries away the lactic acid, and brings fresh fuel for renewed energy. Rub on after exercise. Spread over wide area.

THE PHYSIOLOGY OF IT: Overworked muscles grow stiff and sore, as toxic waste products lodge in them. How Absorbine Jr. relieves toxic congestion—limbers up muscles, so you can roll a good score next day—

NO matter what your sport, you are bound to get enthusiastic and overdo. Most of us don't play for a week at a time—and then, how hard we play!

That's just where your muscles get you! Physiologists say all muscular exercise produces toxic waste matter in the muscles themselves. Notably, lactic acid.

Slowly it is carried off by the blood. Meantime, fluids filter in. Muscles swell and stiffen. Next day's performance is shot to pieces!

How to relieve soreness

But it is easy to relieve muscle soreness. Absorbine Jr. has the ability to bring blood immediately to tired muscles! You

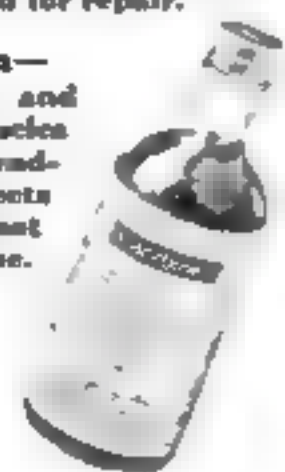
rub it on after exercise. The increased blood supply washes away the lactic acid and brings new muscle energy. Your muscles keep limber, serve you as readily the next day as before!

Use Absorbine Jr. repeatedly after exercise. Antiseptic, cooling, not only. W. F. Young, Inc., Springfield, Mass.

Bruises, Bumps, Sprains, Wrenches— Absorbine Jr. relieves congestion in the same way it relieves muscle fatigue—by bringing the blood to the injured spot to wash away the toxic matter lodged there, and to supply fresh food for repair.

Relieves Muscular Pain—

Absorbine Jr. soothes and comforts injuries to muscles and tissue. It is a dependable antiseptic. Protects against infection. Does not harm the healing tissue.



ABSORBINE Jr.

Springer Spaniels, the Cocker's English Cousin (continued)



The tear jerkers gazing at you (above) are English Springer Spaniels. Springers are twice as big as Cockers. Although more useful in the field, they are not as widely-owned as the popular Cocker which is the favorite show dog of the U. S.



Trapped pigeon is about to be flushed. Vail, training Springer, holds him back.

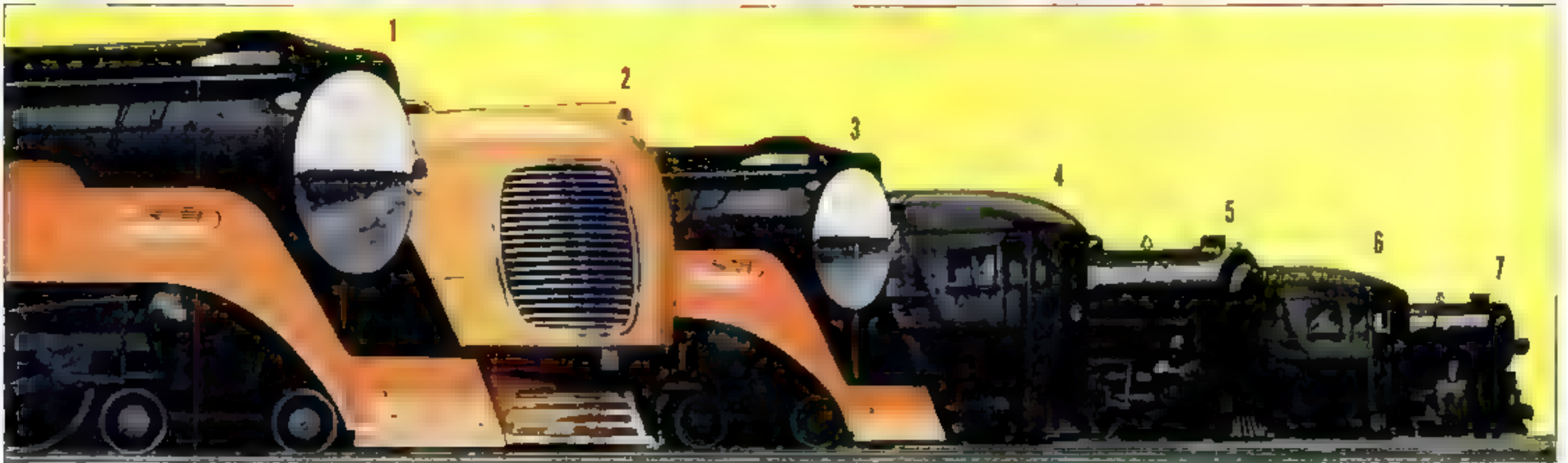


A flurry of wings and dog rushes, only to be yanked back to learn how to stand.



This trained Springer stands motionless, unleashed, waiting for the command which, in the field, would come after the hunter shot. Good retrievers are ruined by poor shots. The dogs expect a kill, get frustrated when no bird falls.

SPEAKING OF NEW TRAINS...



SOUTHERN PACIFIC presents here seven swift new trains—seven gleaming standard bearers that symbolize the dynamic progress made by the West's Greatest Transportation System in 1937. 1—the fleet streamlined *Sunbeam*, just placed in service between Houston and Dallas. 2—celebrated *Streamliner City of San Francisco*, 39½ hours between Chicago and San Francisco. 3—sleek streamlined *Daylight* on the beautiful seashore route

between Los Angeles and San Francisco. 4—*San Francisco Challenger* (Chicago-San Francisco). 5—*Californian*, between Chicago and Los Angeles. (Both *Challenger* and *Californian* are new departures in money-saving chair car and tourist travel, are called Economy Trains.) 6—luxurious all-Pullman *Forty-Niner*, Chicago-San Francisco. 7—deluxe all-Pullman *Cascade*, Pacific Northwest-California.



SPONGE rubber seats (above), individual lights and ash trays, radio, extra-broad windows are chair car attractions of SP streamlined flyers, the *Sunbeam* in Texas, the brilliant *Daylight* in California.



LUXURY lounge cars, many of them brand new this year, are regular equipment on Southern Pacific's finest trains. One above on famed, all-Pullman *Cascade* is typical, has indirect lights, deep chairs, radio, bar.



UPSTAIRS bedrooms are a feature of the swift, all-Pullman *Forty-Niner*. This train and the *Streamliner City of San Francisco* offer super-speed service from Chicago to San Francisco every third day.



CAPABLE stewardess-nurses practice real Western hospitality, are on several SP trains including the *San Francisco Challenger* and the *Californian* . . . both reserved for chair car and tourist car passengers.

...AND WHERE THEY GO

GLORIOUS BACKDROP for Southern Pacific's fleet of 15 transcontinental trains (all air-conditioned) are these Four Scenic Routes. Longest is the colorful **SUNSET ROUTE**, from New York to New Orleans on SP's gallant *S. S. Dixie*, thence through the deep South and the cowboy Southwest to California. **GOLDEN STATE ROUTE** lays shimmering tracks from Chicago direct to Los Angeles via the red mesas and purple peaks of the Rio Grande region. **OVERLAND ROUTE** follows the trail of the early Pony Express, is shortest, most direct rail line from Chicago to San Francisco. **SHASTA ROUTE** circles lofty ranges, azure lakes from the Evergreen Northwest to California. (West Coast of Mexico Route, only U.S.-owned line in Mexico, cuts through a country rich in scenic grandeur on its way to Mexico City.) SP Routes embrace the West's finest collection of things to see: mysterious Carlsbad Caverns, mighty Yosemite, Great Salt Lake, Crater Lake, Mt. Shasta, Big Trees, many another picture-place in the Southwest, Pacific Coast and Mexico.



WHEN WINTER COMES to the Southwest, brings sunny days and crisp star-filled nights, dude ranches and desert resorts buzz with a new season's activity—range riding, barbecues, swimming, polite loafing. Only Southern Pacific has direct, mainline service to the dude ranches and resort hotels of Southern Arizona and to the desert resorts at Palm Springs. Winter vacationists take the **GOLDEN STATE** or **SUNSET ROUTE** to these places and Los Angeles.



SEE TWICE AS MUCH on your Western trip by going on one SP Route, returning on another SP Route. You ride fine trains like the *Daylight* (above) and its near-twin the *Texas Sunbeam*. And, generally, this real round trip costs no more rail fare.

FREE TRAVEL GUIDE. SP's new booklet, *How to See the Whole Pacific Coast* tells how you can see more when you make a trip West. 82 large pictures. For a free copy, write O. P. Bartlett, Dept. LE-102, 310 South Michigan Avenue, Chicago, Illinois.

SOUTHERN PACIFIC

THE WEST'S GREATEST TRANSPORTATION SYSTEM

The Present toasts the Past in Mount Vernon!



THOSE who drank a toast at George Washington's board filled their glasses with a most palatable rye made on his own homestead. So is the Mount Vernon rye of today the choice of particular hosts when their best of friends gather round—just as it has been for generations. You will find Mount Vernon has a rare excellence that proclaims it *the patrician of American ryes* — a ripeness that does credit to your taste and compliments your guests.

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

Mount Vernon



YOUR GUIDE TO  GOOD LIQUORS

•
STRAIGHT
RYE
WHISKEY

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BOTTLED IN BOND
Under U. S. Government
Supervision

•
FULL 100 PROOF

CLIVE BROOK MEETS AN EMERGENCY AT A LONDON WEDDING



When an awning collapsed at a recent London wedding, it put Actor Clive Brook to a test of his savoir-faire. The wedding was that of Florence Desmond, the British stage star, to Aviator Charles Hughesdon. As Actor Brook and his wife emerged from the church, a crowd of fans, struggling to see him, pushed down an awning post

Bobbies (right) rushed to prop it but the front part of the awning threatened to collapse on the head of Mrs. Brook (center) who remained completely unruffled. Actor Brook, top hat in hand, met the emergency with the fine sense of the proper British thing to do which he has demonstrated for some 15 years on the screen. He held the awning up.

WHEN YOU FEEL A
**LET-
DOWN**

A CUP OF HOT
BOVRIL, QUICK!



—drop in at any good fountain and halt those drooping spirits with a steaming-hot cup of Bovril. Note how this beefy, bracing beverage puts you on your feet almost the instant you've put it under your belt.

And taste! . . . So appetite-whetting is hot Bovril, its aroma conjures the succulence of juicy-rich beef roasting in the oven! Indeed, 20 to 30 pounds of prime, lean beef are required to produce one pound of the extract used in making Bovril. No wonder it's so delicious, stimulating, invigorating—a really fine beef drink!

Drink BOVRIL at or between meals; on the way home from the office; and (a hint) after over-indulgence—it calms the inner man and enables you to snap out of it in no time. Easy to make—easy to take. A teaspoonful in a cup of boiling water. Stir it. Sip it. Enjoy it.

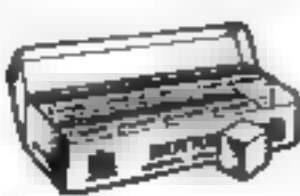
AT FOUNTAINS, 10¢ A CUP—HOT

At drug and food-stores, in jars for home use. Good for children, grown-ups, old folks, invalids. A delicious savor for soups, stews, gravies, etc.

BOVRIL OF AMERICA, Inc., Camden, N. J.



BOVRIL



"BEVERAGE BEEFSTEAK" • ALSO BOVRIL BEEF BOUILLON CUBES

ANOTHER
Nettleton
ORIGINAL



WARWICK
Semi Custom Toe
Medallion T p
\$12.50



The WARWICK introduces a handsome medallion on an English type toe. This combination, together with the distinctive character exclusive to all NETTLETON Shoes produces another NETTLETON style destined to be copied but never equalled.

A. E. Nettleton Company
H. W. Cook, Pres. • Syracuse, N. Y.

TRY THE PENCIL TEST
Flat Bottoms characterize
REALLY fine shoemaking.

SEND FOR STYLE BOOKLET

NEW WAY TO HEAT YOUR CAR

AMAZING 4-WAY HEAT PRINCIPLE FOUND ONLY IN NEW
GOODRICH HOT WATER HEATER ENDS COLD SPOTS



Glorious, even warmth
distributed to all
parts of your car!

GOODRICH clicks again. With the greatest contribution to cold-weather driving comfort ever developed. Because the utterly new Goodrich Super De Luxe Hot Water Heater is not just a "one-spot" heater—it throws a four-way stream of quick, glorious hot air to every nook and corner of your car—at one and the same time!

Down to the passengers' feet it goes. Across to the driver's feet it travels. Out through the entire car it circulates. Out to the windshield defroster it shoots to clear the windshield of vision-robbing ice or snow. Thus the entire car is heat-conditioned and made "shiver-proof" and cozy.

Most beautiful heater ever built

Not only is this new Goodrich Super De Luxe Hot Water Heater different in operating principle—it looks different. Unsurpassed beauty in tune with modern streamlined equipment. Compact—plenty of leg room. No sharp edges to tear stockings or bruise shins. All moving parts enclosed. What's more, it has a special heavy-duty high-speed motor... the most powerful car heater motor manufactured.

Before the first cold snap catches you un-awares, see your Goodrich dealer and let him equip your car with America's most beautiful, efficient and practical hot water car heater. Every heater fully guaranteed by The B. F. Goodrich Company.

1. Out to wind-
shield defroster

2. Across to
driver's feet.

3. Down to
passengers'
feet.

4. Out to en-
tire car.

Goodrich
Super De Luxe \$1895

OTHER GOODRICH
HEATERS AS LOW AS
\$995

You'll be amazed at the value
you'll get in these depend-
able, lower-priced heaters.

NO ICY WINDSHIELD

New hot air wind-
shield Defroster
Tube Melts snow and
ice on outside and
clears frost and mist
inside. Available at
a small extra charge
to fit any type car



Goodrich Super De Luxe Heater

ANOTHER B. F. GOODRICH PRODUCT.

HUGE TANK STARTS ON LONG JOURNEY

On Oct. 11, a 230-ton steel tank started a 1,371-mile trip from Jersey City, N. J., to Whiting, Ind. The tank, 80 feet long and 15 feet in diameter, was built by M. W. Kellogg Co. for Standard Oil of Indiana to use as an evaporator tower in distilling crude oil. Largest such tower in the world, the tank was too wide for any railroad, too bulky for any barge. It therefore was floated via Hudson River, Barge Canal, and the Lakes to Whiting.



Two flatcars were needed to carry the tank from factory to New York Bay while all other traffic over this two-mile stretch of the Lehigh Valley Railroad stopped.



A 250-ton floating derrick, one of the world's largest, lifted the huge tank into the water. The tank was filled with compressed air for buoyancy.

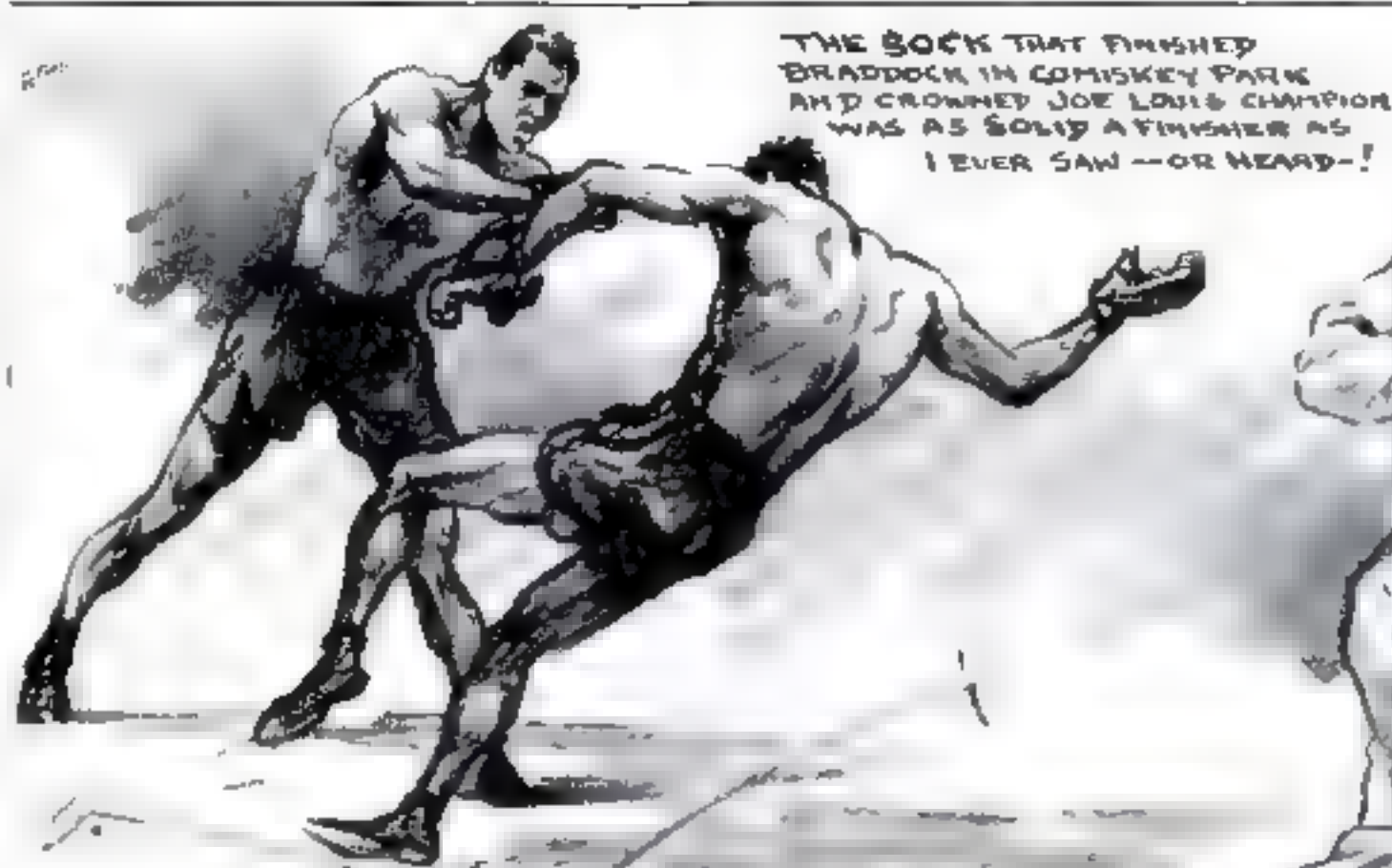


At 6 miles per hour, the tank was towed up the Hudson. Lashed around it as protection from bumps were 14-inch timbers. Trip was expected to take three weeks.

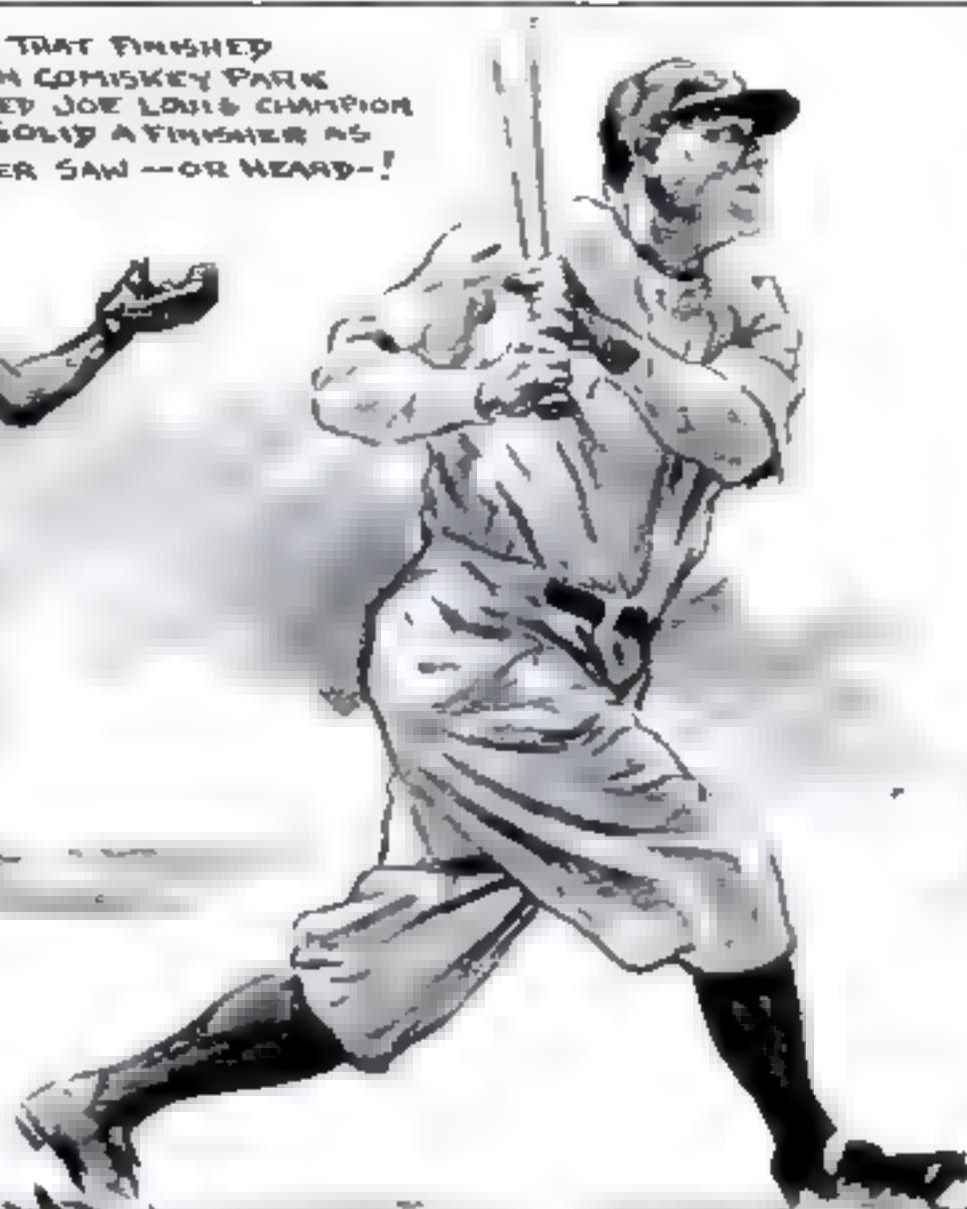
FAMOUS SOCKS -- BURRIS JENKINS, JR.

We asked America's Ace Sports Cartoonist what he'd draw for Realsilk. He said "Why not Famous Socks?" Here they are.

SIX
PLY
TOE



THE SOCK THAT FINISHED BRADDOCK IN COMISKEY PARK AND CROWNED JOE LOUIS CHAMPION WAS AS SOLID A FINISHER AS I EVER SAW -- OR HEARD --!



THE SOCK FROM THE TOE OF JOHNNY BAKER, WON THE '31 GAME FOR SOUTHERN CALIFORNIA OVER NOTRE DAME IN THE LAST MINUTE OF PLAY



THE SOCK THAT BAZE RUTH HIT OVER THE SCORE BOARD IN CUBS PARK IN THE 3RD GAME OF THE '32 WORLD SERIES, WAS ONE OF THE LONGEST HOMERS EVER HIT!



THE SEVEN SOCKS OF CECIL SMITH IN THE 359 GAME, GAINED UP THE '31 SERIES FOR THE WEST!



FAMOUS REALSILK SIX-PLY TOE
ENEMY OF WEAR
FOE OF DARNING NEEDLE

Best wearing sock
in America
BAR NONE



This is the button
That marks the
man
That brings you
the things
That make you
look smarter.

Famous Socks -- and Haberdashery Brought To You by Realsilk

Here are socks, shirts, ties, underwear, pajamas and the rest to turn you out as you want to be turned--whether you're a Second Vice-President, a Princeton Sophomore, or a hard-riding Hollywood Hero.

Speaking of socks--

Here are socks that are socks. Enemies of "Hole-i-toe-sis." Foe of the Darning Needle. In fact, "The best wearing socks in America--bar none!"

Longer-wearing because more plies. Realsilk socks are made with the exclusive patented six-ply toe and heel. No other socks have that many.

Another thing--you can get Realsilk all the way from size nine up to size thirteen--a real break for you who are extreme a-foot.

New Realsilk Real-Wool Scottish Plaids that shout "Hoot, Mon!"

The new French-type hosiery are here ("Hoot, Mon-sieur!") and so are the new wool "Toppers" that come up half-way and stay without garters.

And if you're a tenderfoot you'll appreciate Realsilk's special hygienic dyes (many men buy Realsilk for this reason alone).

So call Realsilk. A Representative will dash right over and show you the merchandise. You select and order. Uncle Sam delivers.... Realsilk Hosiery Mills, Inc., Indianapolis, Indiana. Branches in 200 leading cities.

REAL SILK
SERVICE FOR MEN
IN HOME OR OFFICE

RAINY, WINDY and COLD?



Who cares?

When you're gunning in the marshes, fishing through the ice, or busy at your daily labors, why not be completely comfortable? When you wear a Brown's Beach Jacket wind, rain and cold won't bother you!

There's lots of room for action in this comfortable coat. The specially constructed fabric won't "bind" your arms. Its soft, closely knit, wool fleece won't rip, ravel or tear - - will wear for years.

If your dealer doesn't carry Brown's

COAT with COLLAR
Style 224

Beach Jackets,
send us his name
and we will send
you FREE folder of
styles and prices



BROWN'S BEACH
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910 Chandler St.
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Brown's
BEACH
JACKETS

SEND
FOR FREE
Illustrated
FOLDER

BRADY GANG FROM MIDWEST WIPED OUT BY G-MEN IN BANGOR, MAINE



The title "Public Enemy No. 1" is frequently a posthumous award. A few extraordinary virtuosos, like John Dillinger, manage to wear their dark laurels briefly before agents of the Federal Bureau of Investigation blast them away. But more often the public is unaware of the identity or offenses of its No. 1 Enemy until he falls beneath gunfire in the streets of some astonished city.

Until Oct. 12, premier gangster of the U. S. was short, fierce-eyed Al Brady of Indiana (left). To Public Enemy Brady, Public Enemy Dillinger was a "cream puff," a "lollipop bandit," a "piker." Activating his scorn, Brady found two cronies as diminutive and daring as himself, strove industriously for two years to build up a reputation for ruthless defiance of the law. Among his gang's achievements were four Midwest murders, a score of robberies and holdups, a spectacular break from an Indiana jail.

Little by little the "Half-Pint Killers" grew in the eyes of Chief G-Man John Edgar Hoover. On the morning of Oct. 12, Brady's ambition was realized. For when Federal agents mowed him down with machine-gun bullets in the main street of Bangor, Me. (below), they proclaimed to the nation that another "Public Enemy No. 1" had been slain.



Death on Central Street was the fate of Bandits Al Brady (foreground) and Clarence Lee Shaffer, who were slain by G-men after a five-minute gun battle in Bangor's business centre. Twenty

Federal agents had stalked this Midwestern gang eastward since they escaped from jail at Greenfield, Ind., a year ago. When their trail grew warm in Bangor, an ambush was prepared.

CONTINUED ON PAGE 34



GENUINE
Orange Blossom
WEDDING AND
ENGAGEMENT
RINGS

Beauty and Value are outstanding features of the Genuine Orange Blossom rings shown by our jewellers everywhere. Ask your jeweller for a copy of "Orange Blossoms" Traub's new book for Brides.

by Traub

NATIONAL CARBON COMPANY, INC.
specifically
GUARANTEES
that "Eveready" "Prestone" anti-freeze, if used according to printed directions, in normal water cooling systems, will protect the cooling system of your car against freezing and clogging from rust formations for a whole winter; also that it will not boil away, will not cause damage to car finish or to the metal or rubber parts of the cooling system, and that it will not leak out of a cooling system tight enough to hold water.

NATIONAL CARBON COMPANY, INC.
GENERAL OFFICES NEW YORK, N. Y. BRANCHES CHICAGO-SAN FRANCISCO
UNIT OF UNION CARBIDE AND CARBON CORPORATION

THEY TOLD ME IT WAS JUST AS GOOD..BUT IT MUST HAVE BOILED AWAY DURING THE WARM SPELL LAST WEEK.

GET RIGHT IN FOLKS, WE'LL HAVE YOU HOME IN NO TIME.

I DON'T KNOW WHAT WE WOULD HAVE DONE IF YOU HADN'T COME ALONG... WE'RE NEARLY FROZEN

I'M COLD I WANNA GO HOME

"NEXT TIME, NEIGHBOR, GET THE GUARANTEED ANTI-FREEZE... READ THAT...THERE'S NOTHING ELSE LIKE IT!"

Among all the brands available to U. S. motorists, there's no other anti-freeze like "Eveready" "Prestone." This anti-freeze is guaranteed, insures you against FREEZE-UP, BOIL-AWAY and RUST-CLOGGING, the three winter purse-snatchers that cost American motorists millions of dollars every year. • But when you gamble on anti-freeze you risk more than money...you take chances with your family's health and safety, hazard all-winter comfort, wreck your peace-of-mind. • Every year millions more decide on safety, demand "Eveready" "Prestone" anti-freeze. So perhaps you should get yours early... Today, for example.

EVEREADY · PRESTONE

TRADE-MARKS

ANTI-FREEZE

IS GUARANTEED IN *Writing*



Buy "Prestone" anti freeze from dealers who are properly equipped to service your car for winter driving.

FUN TO SNAP HALLOWEEN FUN ..and easy with G-E MAZDA Photo Lamps



Water Drips from Dick's face as he comes up with an apple. "Click" goes your camera and you've got a precious picture of fun indoors. It's easy... with a few G-E MAZDA Photoflood lamps in your light sockets and supersensitive film in your camera. G-E Photoflood lamps are good for dozens of shots.



"Can't Fool Me," shrieks Janie as masked Halloweeners crowd the porch. FLASH! and you've caught the whole group... in a picture that is full of life and action... thanks to G-E MAZDA Photoflash lamps. These lamps operate from flashlight batteries... as well as house current... so your still camera can follow the fun anywhere. Each lamp gets one picture.



SPECIAL INDOOR PICTURE \$1.00 LIGHTING KIT

Ask the dealer where you buy your film to show you this new special kit for taking indoor pictures with any camera and supersensitive pan film. Consists of:

- 2 G-E MAZDA Photoflood Lamps, Number 2,
- 2 Handy paper reflectors to concentrate the light on subjects;

Helpful folder that suggests ideas for pictures and tells how to take them, indoors or at night.



Big Bites like this tell a story of Halloween fun that only pictures can capture. Get busy with your camera or movie camera. Get lamps where you buy film... but to be sure of good pictures, be sure the photo lamps you buy are marked G-E.

**GENERAL ELECTRIC
MAZDA PHOTO LAMPS**

Brady Gang wiped out (continued)



In Dakin's Sporting Goods Store, the Brady gangsters were spotted by an alert clerk ten days before their ambush. When they placed an order for a machine gun, he notified the police. When they returned to get the gun, G-men were waiting.



Everett Hurd, proprietor of the store (above, right), was behind the counter when the Brady gangsters came back for their machine gun, Oct. 12. Pointing a revolver at Hurd, James Dalhove (below) said: "Where's the stuff I ordered from you?" Suddenly Federal men appeared from behind him and at the door. During shooting that followed, Brady and Shaffer were killed. Dalhove alone was taken alive.





G-Man Walter Walsh, internationally-known marksman, masqueraded as a clerk in Dukin's Sporting Goods Store. When the Brady Gang arrived he pulled a signal cord, grappled with Dalhover, suffered a bullet wound in the right shoulder.



Found in the gang's automobile were seven revolvers, two machine guns, two army rifles, 2,000 rounds of ammunition, a floor plan of Bangor's leading bank, clothing, blankets, and automobile license plates from Indiana, Wisconsin, Illinois.



Bandits' wives chortled when they heard of the gang's end. Said Mrs. Dalhover (right) "They had it coming to them." Said Mrs. Shaffer: "I am not sorry." Said Dalhover's mother: "It's too bad he wasn't killed suddenly like the rest of them."

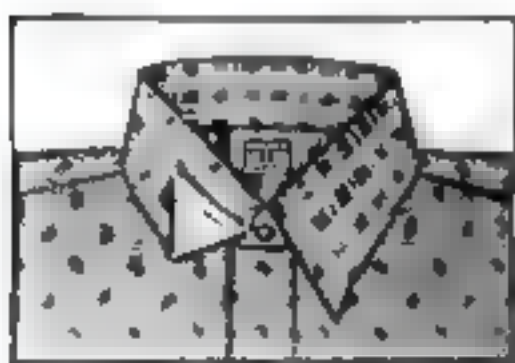
*For men
who know
fine
Whiskies*

BOTTLED IN BOND

*A Shirt is
only as smart
as its* **COLLAR**

**VAN
HEUSEN**
COLLAR-ATTACHED
SHIRTS

At long last, the collar of the collar-attached shirt comes into its own! No longer is it a mere continuation of the shirting...but a collar unlike any in the world...a collar made of the patented, wilt-proof Van Heusen fabric...that *keeps* you looking collar-smart from sunup to nightcap.



Available in a brilliant range of shades and patterns and in white broadcloth and end-on-end madras. At better men's wear dealers everywhere.

The collar stays smart because of the backing of Van Heusen Collar fabric.

PHILLIPS-JONES • NEW YORK



Reg. U.S. Pat.
Off. Feb. 2, 1922



THE CAMERA OVERSEAS: CHINA'S MADAME CHIANG KAI-SHEK & ADVISER KEEP COOL



Bustling about the business of War, the half-smiling little woman (above) is China's No. 1 woman, wife of China's Generalissimo Chiang Kai-shek, shown leaving her Buick car in China's capital of Nanking. Most vague and potent is the official position of the white man accompanying her. He is William H. Donald, today probably the most influential adviser of Madame Chiang, who learned English from a childhood spent in the U. S. and a degree from Wellesley College (LIFE, Aug. 16).

Born in Australia, he arrived in China in 1904 as a newspaper correspondent, and has remained there ever since. He found that white integrity and impartiality can command a high price in China. He "advised" the famed Old Marshal Chang Tso-lin and his son, the scapegrace drug addict,

Chang Hsueh-liang, who last year kidnapped Chiang Kai-shek. It was Donald, serving then as Madame Chiang's adviser, who largely persuaded Chang to let Chiang go. Donald, after 30 years in China, speaks no Chinese, a fact that prevents his being a close adviser of Generalissimo Chiang who speaks no English. Donald's routine is to call on Madame Chiang every afternoon at 4 o'clock, handle foreign correspondents who want interviews. Living in one of the Nanking cottages reserved for the Government's foreign advisers, he also maintains an office in the Economics Ministry. He is not rich.

Madame Chiang's moral influence on Chiang Kai-shek has been enormous. But neither she nor Donald are the "brains" behind the Government.

CONTINUED ON NEXT PAGE

THE CAMERA OVERSEAS: PROFESSIONAL CHINESE ARMY MEN ARE RUNNING THE WAR WITH JAPAN



Three Chinese generals, studying a Shanghai map behind the lines, show the smart professionalism of China's regular army. Left of table, Ku Chin-tung, vice commander in charge; right, Vice Commander Chang Kuan Yuen Chiang; centre, Field Commander Shang Fang.



The generals rise to watch a Japanese air raid. The generals are the same and in the same order (left to right) as in picture at left. Tall General Ku (at left) was in charge of the Nanking troops sent to rescue kidnapped Generalissimo Chiang Kai-shek last year.



Rarest experience a modern Chinese general can have is to examine Japanese flags and war gear captured in battle. The tall soldier centre is General Ku again. The Shanghai generals under Pai Tsung-hsi have put up the best Chinese fight in modern times.



The little man in China is still the one who gets hurt. But such Chinese coolies as those above are glad to fight, with surprising unanimity. Traditional Chinese nonresistance does not go with Generalissimo Chiang Kai-shek who executes nonfighting officers.



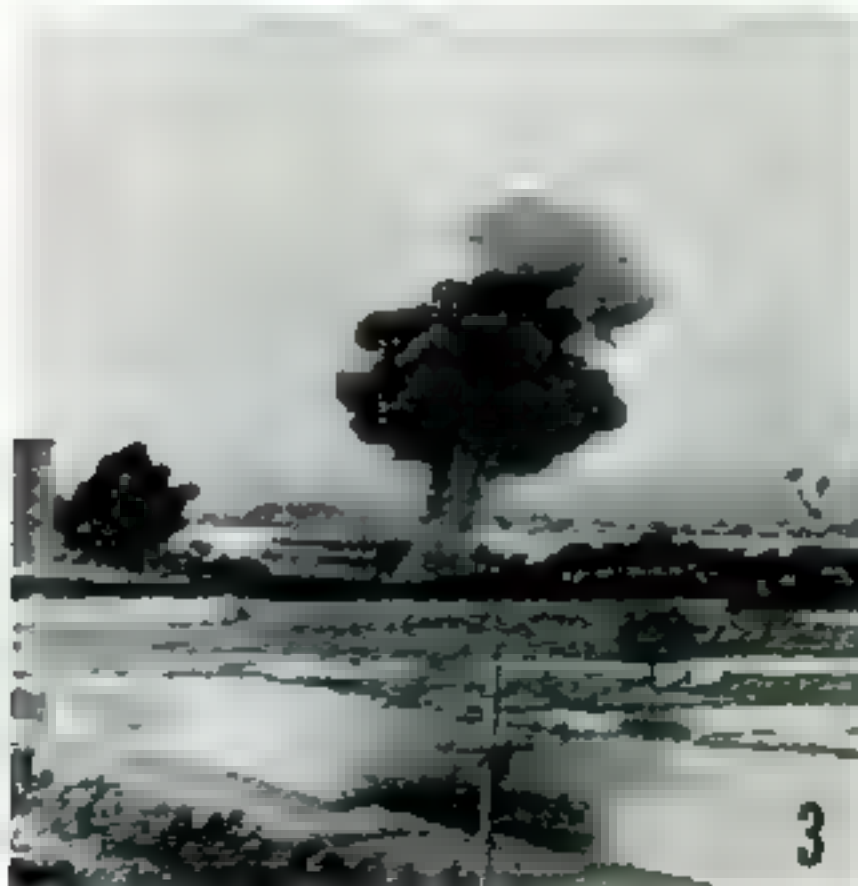
Nanking's electric power was turned off, Sept. 25, by a Japanese plane that dove on the Hsankwan electric plant and squarely hit it with two bombs, shown exploding. This Nanking bombing was called the most thorough and expert job ever done on a modern city.



A minute later, the 81,000,000 Hsankwan power plant, supplying all Nanking's electricity, burst into flames. Ninety-six Japanese planes put in a seven-hour day from 9.30 a. m., bombing Nanking, Sept. 25. Chinese claimed the damage was only 8500,000, the kids 300.



Amazingly efficient antiaircraft guns blazed away at the Japanese planes over Nanking, Sept. 25, brought down this one. Chinese claimed to have shot down seven planes. The pilot of this one bailed out, but his parachute fouled. For more on his plane, see right.



A Paramount newsreel photographer swiveled his movie camera in time to catch this sequence of the last seconds of a pilotless Japanese plane, Sept. 25, over Nanking. It glided evenly down over the smoking Hsankwan power plant, crashed in a puff of white smoke.

THE CAMERA OVERSEAS: FASCISTS MARCH THROUGH LONDON'S WORST RIOTS IN 11 YEARS

Same day as the regimented joy in Germany (*opposite page*), Britain's Fascist Leader Sir Oswald Mosley (*right*) led a lean column of 2,500 British Fascists through southeast London, protected by 3,000 police. These marches are show-off maneuvers to prove to Leftists that they cannot stop the Fascist advance. But Mosley had been forbidden to march through the Jewish East End and on Oct. 3 he was forced by the police to divert his line of march. "Once again we have passed," he told his followers at the end. But on the streets where he was expected, the police had a bad day. On Long Lane the Communists had raised a series of barricades of broken coster carts, chairs, timber and torn-up trees. The police tore them down. The anti-Fascists threw firecrackers at the police horses which stampeded. The police charged with truncheons. Some 28 were injured, 111 arrested in London's worst riots since the General Strike of 1926.



Before the march, Fascist Mosley (mustache) and his standard took the salute of his followers. A week later at Liverpool he got a brain concussion from a thrown half-brick.



LONDON CONSTABLES USE TRUNCHEONS ON AN ANTI-FASCIST CROWD IN LONG LANE WHERE THE BLACK SHIRTS WERE EXPECTED BUT DID NOT COME

This barricade on Long Lane was raised to stop the Fascists who went another way but Communists stubbornly resisted police efforts to destroy it, raised new ones further on.



A casualty of the march home. At trials next day one man was given a month for leaping "fighting mad" into the procession. Much worse crimes were assaults on police inspectors.



THE CAMERA OVERSEAS: GERMAN HARVEST CELEBRATED

Germany's annual Harvest Day occurred Oct. 3, but the wheat and rye crop had been poor and the potato crop had not made up for them. On Buckeberg Mountain, near famed Hameln where the Pied Piper piped out the rats, Adolf Hitler told Germany's biggest Harvest Festival. "Germany must have her colonies back. Liberty means freedom from foreign domination, not individual freedom. Money is not everything. Labor is everything. And German labor, not gold, stands behind German currency." For the Buckeberg Festival, a peasant choir of 20,000 sang, military bands played and 10,000 soldiers maneuvered *(bottom right)* to show the 1,200,000 peasants their "sheep and sword." A peasant named Wilhelm Friedrichs was invited to sit with the Nazi dignitaries *(below)*.



Peasant for the Festival was Shepherd Wilhelm Friedrichs shown *(above)* with sheep *(below)* with Dr. Goebbels and wife getting the news at Grossschloer near Trossen.



Shepherd Friedrichs was flattered by close attention from such high Nazis as Propaganda Minister Dr. Goebbels *(right)* and his wife whose Cabinet except Banker Dr. Schacht.



Hitler danced amazingly *(above)* with a guffawing peasant girl, in a solid square of Nazi troopers. The Festival was the fourth huge Nazi mobilization in less than a month.

"Bread is holy" was slogan of the Harvest Festival but the German Army as usual was its most conspicuous feature, shown *(below)*, rehearsing a tank attack for the Festival.



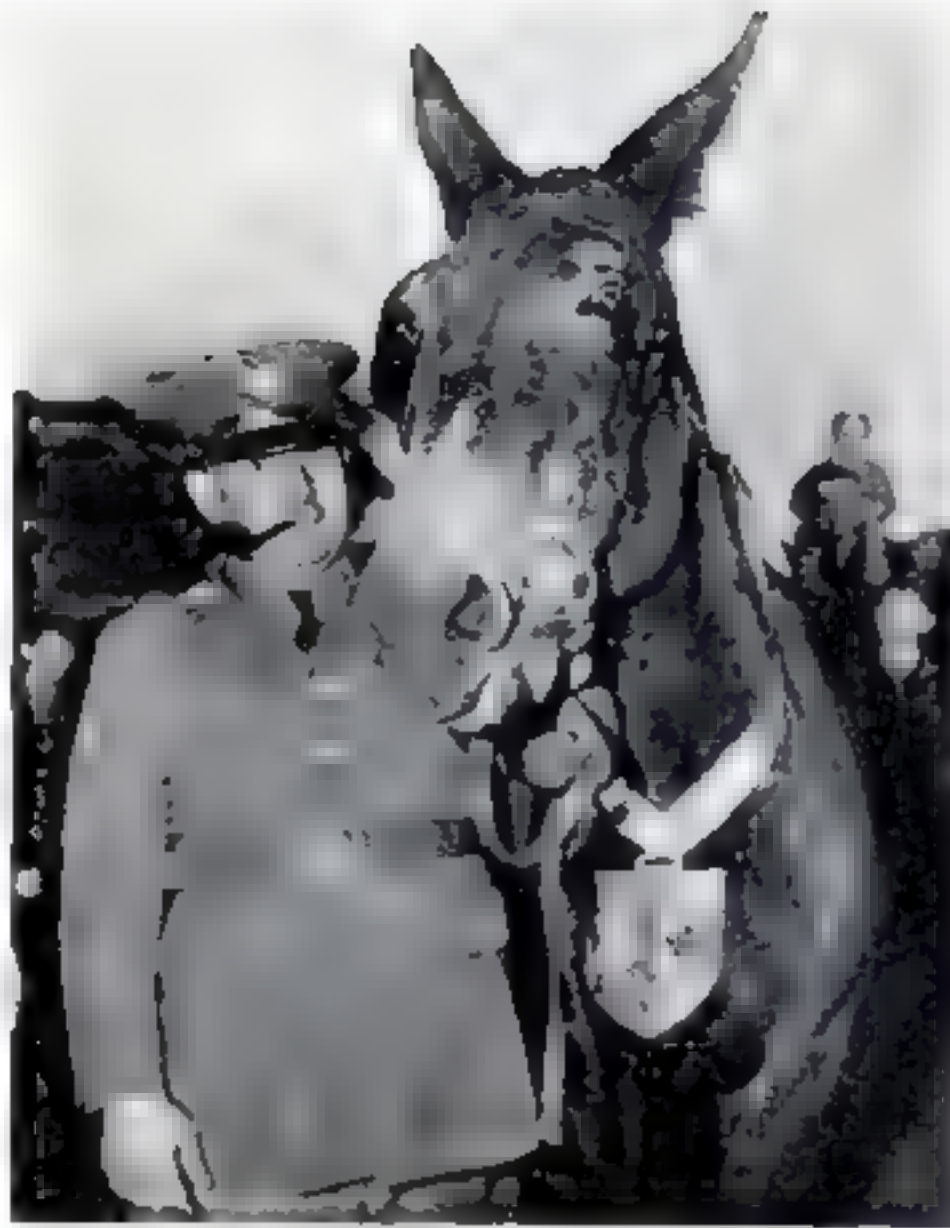
PEOPLE

The cameras of the American Press now put these people in the news



ED WYNN AND MRS. DEMPSEY

Four years ago Actress Hannah Williams settled down to be Mrs. Jack Dempsey, subsequently bore two girls. Now with his consent she is returning to the stage in a new show called *Hooray For What!* and starring Ed Wynn.



PRIVATE DICKENS AND JACK

For 27 of his 29 years this brown Missouri mule served the U. S. Army. His devotion was rewarded Oct. 8 by retirement with full military honors. On the parade ground at Fort Totten, N. Y., colors dipped, a band played, the entire 62nd Coast Artillery regiment stood at attention while post commander's order was read, directing that Jack be quartered, fed, spared work for the rest of his days.



EDWARD H. HUNTER

Before a special legislative commission investigating Nazi, Fascist, Communist and Ku Klux Klan activities in Massachusetts, Mr. Hunter was accused by John L. Spivak, New York writer, of directing dissemination of anti-Semitic and anti-Catholic propaganda in New England. From Boston, Mr. Hunter, who is executive secretary of the Industrial Defense Association, vigorously denied the charges.



DR. EDMUND EZRA DAY

Native of Manchester, N. H., graduate of Dartmouth, former professor at Harvard, Dr. Day was inaugurated Oct. 8 as fifth presi-

dent of Cornell University. Between 1928 and 1937 he served as director of social sciences at the Rockefeller Foundation.



MRS. SALVADOR DALI

When Surrealist Salvador Dali decided to paint a new portrait of his wife, he undertook to show her from two angles: "suggest-

ing the two selves of the woman come face to face." On Oct. 12, *Portrait of Gala* went on view in N. Y.'s Museum of Modern Art.



PROFESSOR THE SVEDBERG

By inventing the ultracentrifuge, this eminent Swede enabled scientists to separate molecules of different densities, won the 1926 Nobel Prize for Chemistry. On

Oct. 7, he arrived in this country, first of a delegation of 29 Swedish scholars here to observe the 300th Anniversary of the founding of America's first Swedish colony.



ANNE BUTT AND JEROME COOPER

Supreme Court Justice Hugo L. Black answered critics of his Klan affiliation by pointing to a Catholic secretary and a Jewish

law clerk on his staff. Soon afterward Secretary Butt and Clerk Cooper were seen dining together in a Washington restaurant.



ORVAL W. ADAMS

Earnest later of the New Deal is Orval W. Adams, who on Oct. 11 took office as president of the American Bankers Association.

Two years ago he urged fellow bankers to boycott Government bonds. He lives in Salt Lake City, is 53, father of six sons.



JOSEPH SPIEVAK

In 1904 Joseph Spievak lost both legs. On Oct. 5, legless Mr. Spievak, now head of an artificial-limb firm, danced, skipped rope for fellow limbmakers convened at Chicago.



AN-HSIU WANG

Two of Chinese Ambassador C. T. Wang's daughters came with him to Washington in May. His youngest, 21-year-old An-Hsiu, joined them here Oct. 10 for a U. S. education.



FRANK G. PLATT

In the World War Frank G. Platt lost his left leg. Today he shoots golf in the 70's, drives over 200 yards, is urging the U. S. G. A. to stage a meet for one-legged players.

MOVIE OF THE WEEK: *Heidi*

What's to become of Shirley Temple is one of the burning issues of the movie industry. The premier star of the age is now eight and one-half years old, entering a stage of growth which no small-child star has ever weathered. As an indication of whether she can retain her stardom through the age at which Baby Peggy and Jackie Coogan lost theirs, her latest picture will be closely scrutinized by her employers and her public. *Heidi* gives good grounds for predicting that, for some years yet, Shirley is safe. She has lost some of her early prettiness and all of her babyish cuteness but has gained enough acting tricks to leave her with a full quota of charm.

The story of *Heidi*, by Johanna Spyri, which for more than 90 years has been a children's best-seller in Europe and the U. S., is a Temple "natural." It has a patriarchal Alpine hermit, into whose life Shirley can bring sunshine; a crippled girl whom Shirley can teach to walk; an Arthur Treacher-style butler who can be her friend; and a mean governess whom she can confound.

In view of the story's cloying sentimentality, it is no small achievement of both the star and the producing company (Twentieth Century-Fox) that *Heidi* turns out to be one of Shirley's better pictures.



Shirley Temple is butted by a goat in the opening scene. The studio could have used a double but Shirley wanted to take the butt, upholstered only with a pillow. Shirley's adventures with goats in *Heidi* include learning to milk one and carrying on a romance with a goat-herd boy.



1 Heidi, a Swiss orphan, is being taken by her aunt (Mady Christians) to live with her grandfather in the Swiss Alps. Villagers warn them that the old man is a grumpy hermit but the envious aunt, eager to get rid of the orphan child, leaves her with him and runs.



2 Heidi's grandfather (Jean Hersholt) lives alone in a cabin on a mountain. Heidi finds her a hermit who has not spoken in years, soon has him not only talking but singing merrily and bunking kindergarten furniture for her. She helps him bring in wood for the winter.



3 Heidi is a model of childish propriety, even insisting that her grandfather go to church. With the air of an experienced matchmaker, Shirley easily brings about the marriage of the pastor and the village belle. Beside her is her own romantic interest, Goat Peter.



4 Trouble enters Heidi's happy life when her aunt kidnaps her, takes her away to Frankfurt to be the companion of a rich, crippled girl named Elsa. Heidi's misfortune is mitigated by the presence of Arthur Treacher as a butler with whom she makes an instant hit.



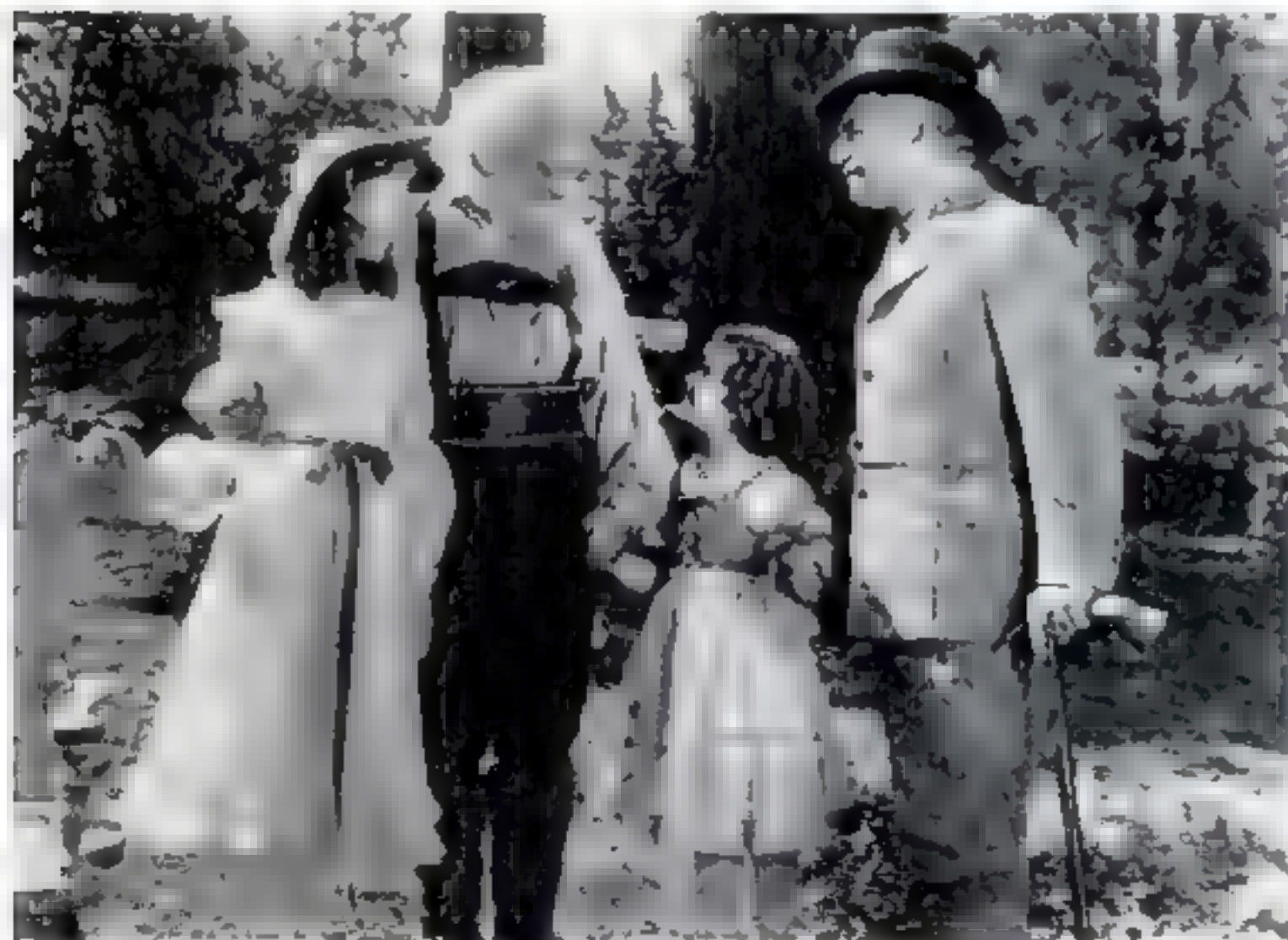
Heidi irritates Elsa's governess, Fraulein Rottenmeier (head of table), whose distaste for a child who does not know how to serve herself from a platter is increased by a fear that Heidi may upset her scheme to keep Elsa cripple until she marries Elsa's father.



6 Heidi hates her new home but likes Elsa and, behind the governess' back, teaches her to walk. At Christmas, Elsa's father comes home. Shirley attempts to greet him with a curtsy taught her by the butler, but she loses her balance and lands in the position above.



Heidi's grandfather, having hiked 100 miles from his home to Frankfurt, arrives just in time to prevent Fraulein Rottenmeier, who has been discharged by Elsa's father, from giving Heidi to the gypsies. The old man is arrested but Heidi pleads until they release him.



The final scene finds Heidi, her grandfather, Elsa and Elsa's father on the mountain. As they begin a picnic, Shirley looks directly at her millions of juvenile admirers and prays: "Dear God, please make every little boy and girl in the world just as happy as I am."



No Shirley Temple story is complete without a scene in which the little star demonstrates her latest dancing steps and the development of her singing voice. In *Heidi* this purpose is served by having Heidi's grandfather read her a fairy tale. The reading dissolves into two fairy-tale scenes, in one of which Shirley appears in white wig and Marie Antoinette gown (below) to dance a minuet with some 26 other children. The other is a Dutch garden scene in which she sings a catchy, original ditty called, *In Our Little Wooden Shoes* and is wafted through the air by hidden wires. This fairy-tale interlude, skilfully introduced and staged, is a high spot of the picture.

MOVIES

WITH THESE MACHINES SAM GOLDWYN MADE A \$400,000 HURRICANE



"Solly the Serpent" is a contraption invented to deliver wind without sound for *The Hurricane*, Sam Goldwyn's remake of

the Nordhoff & Hall novel. Airplane motors in a *push* *pull* *push* *pull* made more wind for long shots but in closeups their

roar drowned out the wind. Solly carries wind, generated at one end of the lagoon, across lagoon to a distant other end.



Roller-wave machines, which revolve and also slide up and down like pistons, churned the Goldwyn lagoon into breakers. In front of the one at the left is an outrigger canoe of the type used in Tahiti. Above and behind the rollers are whirring airplane motors to create wind.



Spray machines, which drenched the set and cast, are simply 3-inch fire hoses, mounted on stands. In the background of this picture is a stucco church in which the natives take refuge, but which is finally demolished, along with everything else, by the fury of the storm.

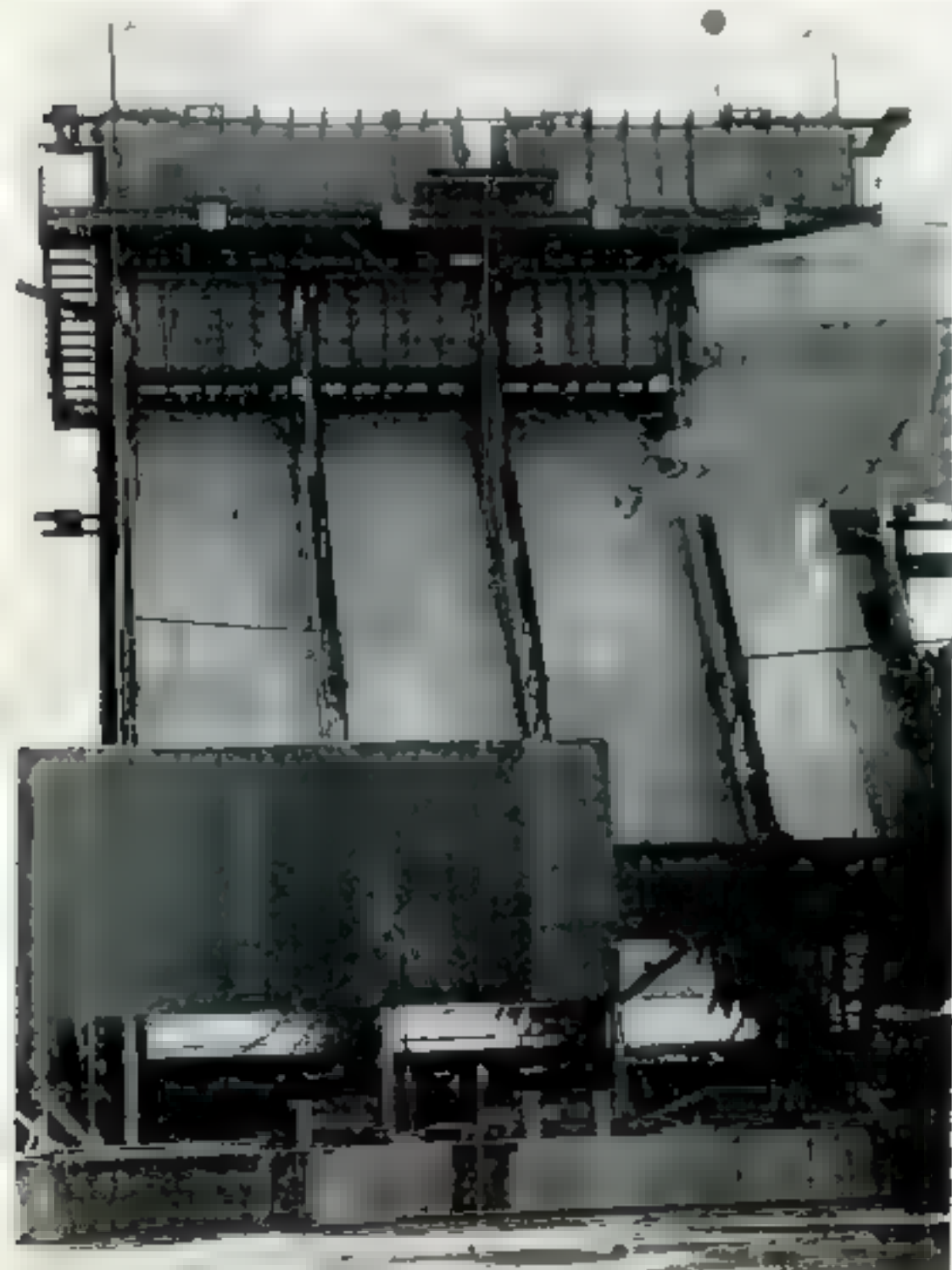
The machines on these pages created the big blow for Samuel Goldwyn's forthcoming superspectacle, *The Hurricane*. They stand on the United Artists lot in Hollywood and should, by a long-standing rule, be a closely-guarded secret. Hollywood, the Land of Illusion, has been loath to let the public see how the illusions are created. Only now have a few of the industry's best showmen realized that the creation of super-spectacles is as impressive as the spectacles themselves.

Goldwyn spent \$400,000 to send a company to Samoa for background shots, but when it came to filming the actual hurricane he did it in his own back lot. He hired James Basevi, the man who re-created the San Francisco earthquake for M-G-M, gave him a budget of \$400,000. Of this amount, \$150,000 was spent to build a native village, fronted by a lagoon 200 yards long. The other \$250,000 was spent in destroying it.

The realism of Goldwyn's hurricane was attested by a correspondent of *Truth* who saw native players cowering on the set as the storm reached its fury. They were Samoans who had been through the 1917 hurricane, worst in recent history. They said Goldwyn's was worse.



Airplane motors, mounted in towers, created the wind for the violent storm scenes. Here is a 65 foot tower, now which catapulted 2,000 gallons of water at a time to create mighty waves.



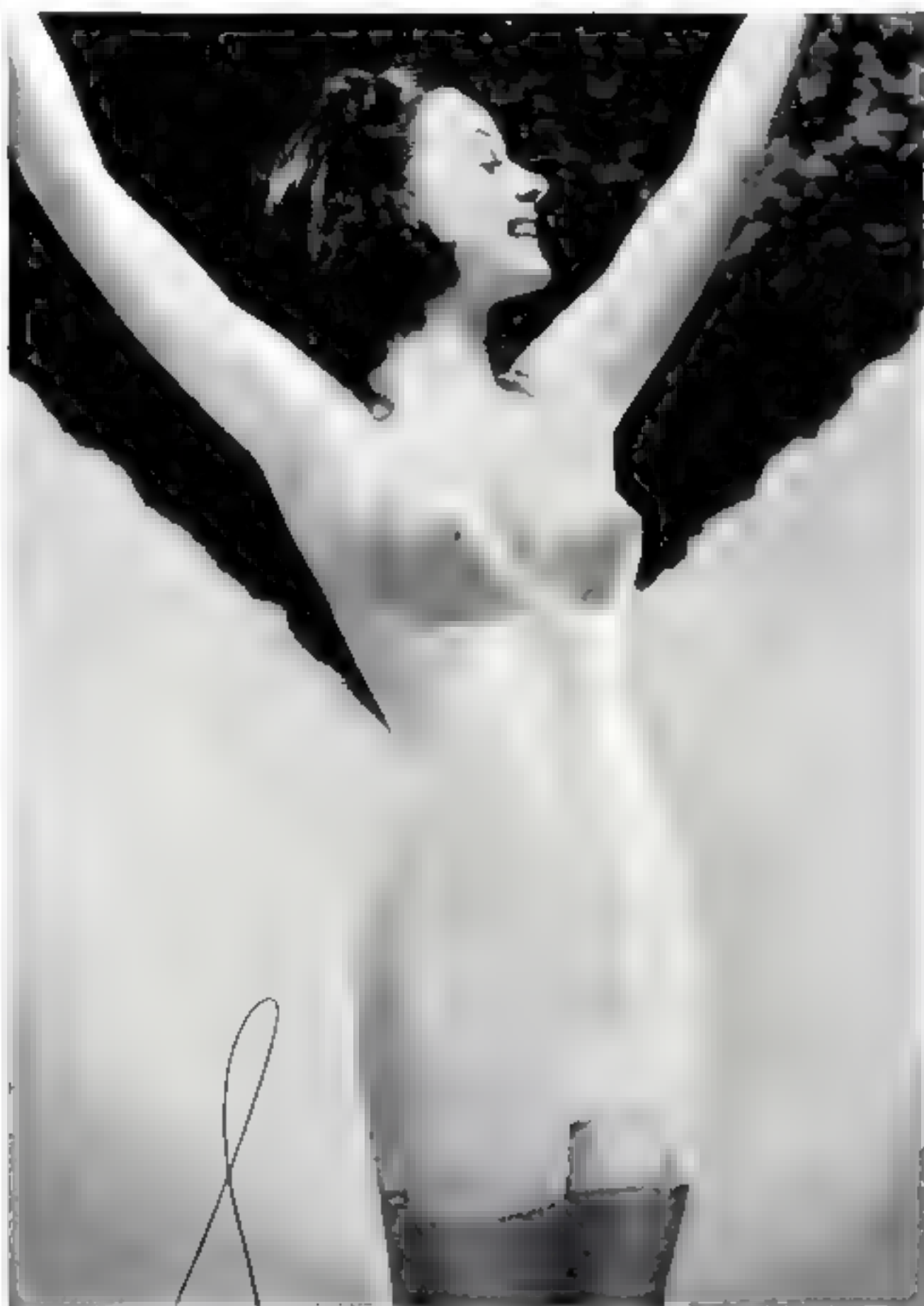
SCENES LIKE THIS ARE WHAT SAM GOLDWYN FINALLY GOT FOR HIS \$400,000. TAHITIAN NATIVES (PLAYED BY SAMOAN NATIVES) RUN FOR SHELTER FROM THE FURY OF THE HURRICANE.



WHEN WAVES WASH OVER THE ISLAND, TERANGI, THE HERO OF THE STORY, HELPS HIS WIFE AND DAUGHTER INTO A PARAU TREE. THE TREE IS A REAL ONE REINFORCED WITH A FRAME OF STEEL.



SOME OF THE NATIVES TRY TO RIDE OUT THE STORM IN A REEF BOAT BUT A HUGE WAVE CAPSIZES IT. A MOMENT AFTER THIS SCENE ANOTHER WAVE CARRIES THEM AWAY TO THEIR DEATHS.



Sweet

IS THE WORD FOR YOU IN

"Luralace"

Lastex Foundations styled by HICKORY

"with that artful uplift"

In your hand—a fluff of fairy-like froth. On your body—a magical Lastex sheath that curbs your curves and cunningly slims your figure. A saucy minimum of discipline to flatter your gay Fall frocks. You'll adore the artful uplift designed in lace on the all-in-one.

Foundation (for formal)—\$12.50, \$7.50, \$5

Girdle (for about-town)—\$7.50, \$4

Please send us the name of your corsetiere if she hasn't the exact Hickory Foundation you want . . . we'll welcome the opportunity to be of service to you. Address: Miss Ruth Stone, 1147 West Congress Street, Chicago.

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CONTOUR CONTROL

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Private Lives



Lawrence Tibbett, singer, on his first trip abroad sang in the opera *Tosca*, in Stockholm, was rewarded after the performance by a medal from Sweden's listening King Gustaf. Next day in white tie he called on the King, thanked him.



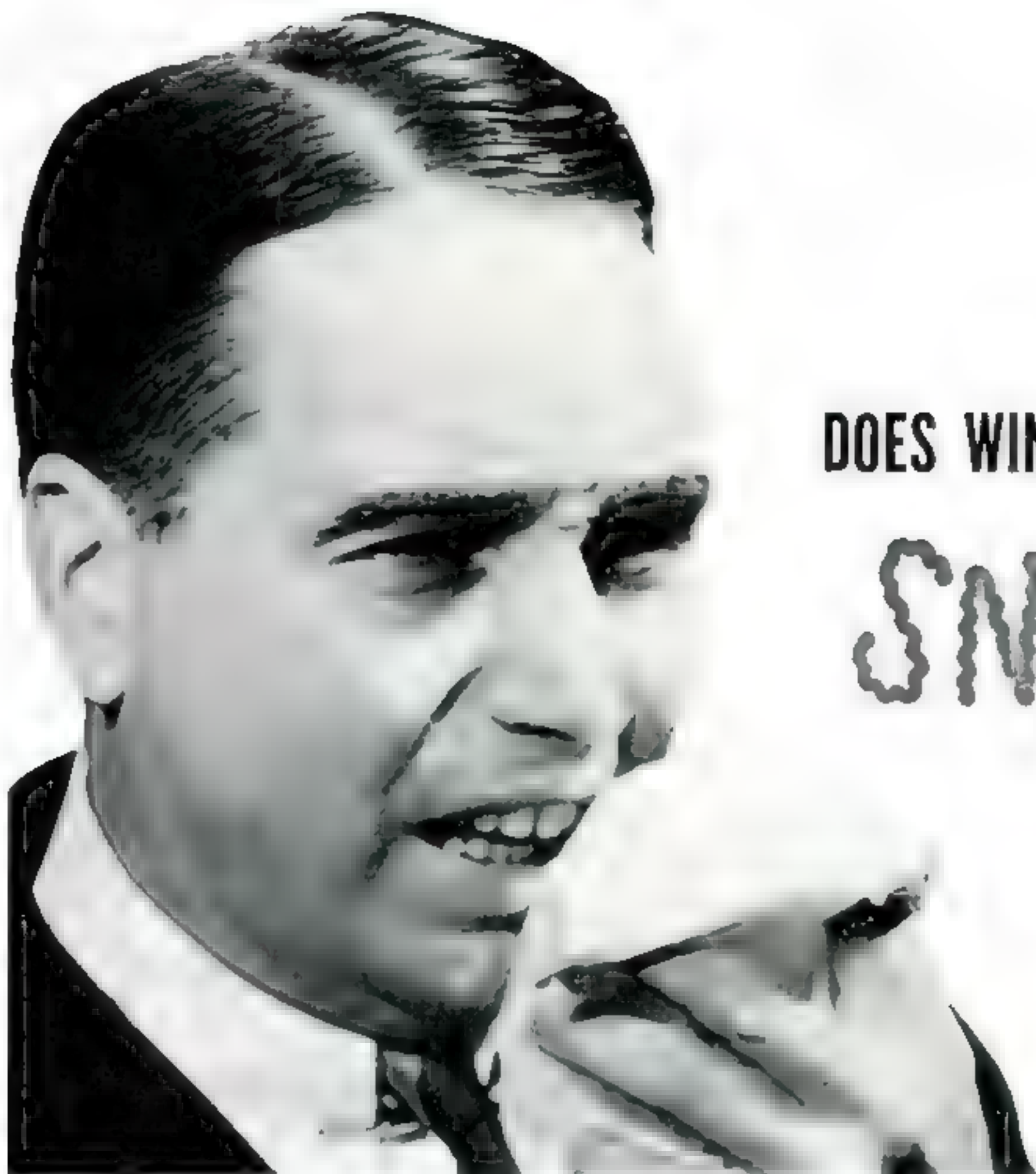
Mary Prentice, granddaughter of late John D. Rockefeller, married Williams Graduate Benjamin Gilbert. Since 1935 a nurse in a Manhattan doctor's office, she once complained she had "always lived in the shadow of a great name."



Mr. and Mrs. Ronald Gay stole a march on newspapermen when they quietly eloped after a secret ten-month engagement. Bride is Ann Cooper Hewitt, whose alleged sterilization resulted in a damage

suit against her five-times wed mother. Groom is a 32-year-old California garage foreman. Said he of his 90-lb. bride: "she's so little and fragile that she's got to have peace now and always."

CONTINUED ON PAGE 111



DOES WINTER BRING YOU A SERIES OF SNIFFLES?



1 Winter is a trying season. Colds and other infections abound in every crowded place. Too often, people permit common constipation to lower their energy, and get them in a "run-down" condition.



2 Make sure your family keeps regular habits. For a healthy person has better resistance to colds and other germs. Serve Kellogg's ALL-BRAN — a ready-to-eat cereal — regularly for regularity.



3 This test shows how ALL-BRAN acts. Soak a glassful of ALL-BRAN in water 15 minutes. It absorbs water like a sponge. Feel the water-softened mass. This mass aids elimination from the colon.

Help your family keep well this winter

Go into this winter feeling at your best. Remember, common constipation can cause headaches, loss of appetite and energy.

Relieve constipation with Kellogg's ALL-BRAN. This food forms a soft mass within the colon — aids regularity. Unlike certain pills and drugs, it is *not* habit-forming or griping.

ALL-BRAN also furnishes vitamin B and iron. Just eat two tablespoonfuls daily. In chronic cases with each meal. Enjoy as a cereal with milk or cream, or cook into recipes.

Buy this food at your grocer's. It will help your family keep well this winter. Made by Kellogg in Battle Creek.



LIFE is fun
in lovely



\$3. to

\$4.



Toeless pump
of genuine
silver kid



Genuine silver
kid sandal. Also
in lustrous white
satin or black
patin.



A sandal flat
of genuine gold
or silver kid.

The prettiest feet in town are dancing in PARIS FASHION SHOES! Glamorous, fun-loving styles... with all the allure of the mad, merry life they will lead you! See these beautiful styles at your dealer's today.

Write for Style Booklet
and name of your dealer



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Private Lives (continued)



Dr. C. H. Hall, health officer of Elkins, W. Va., treated a fatally injured girl so badly disfigured in an automobile accident that he failed to recognize her as his 25-year-old daughter, Elise. A radio singer, Miss Hall was on her way to the Forest Festival when her car collided with another, turned over, skidded up the road 220 sickening feet.



Professor Robert Emmens Rogers of Massachusetts Institute of Technology who in a 1929 Commencement speech won widespread publicity by advising seniors to marry the boss's daughter has changed his mind. Recently he observed: "I wouldn't want to be responsible for young graduates incurring the boss's liabilities as well as his assets."



Robert Taylor looked anything but beautiful when he injured his right eye and had to wear dark glasses in the intervals of shooting scenes of *A Turk at Oxford*, M-G-M picture being filmed in England. His welcome in London prompted a British pastor to say, "If God Almighty had arrived—the women would not have gone more crazy over Him."



Van Campen Helmer was given Cuba's No. 1 decoration, the Order of Carlos Manuel de Cespedes, by Cuban Consul General Pablo Suarez for his discovery of Cuban tarpon fishing. Scientist Helmer belongs to the Bombay Natural History Society, was the first naturalist to take successful motion pictures of the roseate spoonbill in its natural haunts.



John McVitty, since joining the White Plains, N. Y. police force two years ago, has stopped every car bearing Washington State license plates to ask: "Do you know the McVittys of Avon?" On Oct. 5, a lady said yes, put Officer McVitty in touch with his mother whom he had not seen since running away from home in 1915, to join the Canadian Army.



Dr. Albert Einstein Jr., 33-year-old construction engineer, is here from Switzerland on a three-month visit to his famous scientist-father, hopes to make the U. S. his permanent home. Despite his name and family resemblance, his fellow passengers on the *Tweedam* failed to identify him, were surprised when photographers besieged him at the pier.



Why overspend?

At only 25¢ a quart, Super Pyro gives you every desirable anti-freeze quality at rock-bottom cost.

Saves worry. Saves costly repair bills. Provides complete anti-freeze protection. Keeps the cooling system clean and efficient by stopping all rust and corrosion. And it lasts longer, besides.

These are facts already proved in the radiators of 11,000,000 cars.

So watch the weather and your pocketbook. At the first hint of a freeze, look for the "Old Man Winter" sign and ask for Super Pyro. 90,000 dealers are ready and waiting to service your car in just two minutes flat.

**Low First Cost
and
Lowest Cost per Season**





*Press a button
—that's all*

TOUCH TUNING

Ends Tedious Dialing

GENERAL ELECTRIC Touch Tuning puts an end to the long quest for *completely* automatic tuning. Try tuning in the new G-E Radio and you'll quickly agree. It's as simple as this:

Pick your favorite station—say it's WJZ. You'll find its letters plainly marked on one of the *sixteen* buttons on the new G-E. Just press the button—that's all!

No dials to twist, twirl or swish! No fum-

bling with knobs! A mere touch of your finger and swiftly, silently and automatically your program is tuned to hairline precision. This is radio enjoyment at its finest—the highest development ever achieved in completely electric automatic tuning.

18 Super Value G-E Models to select from

Beautiful new console models, personal radios, arm-chair radios, from \$19.95 to \$295. Prices slightly higher South and West. Subject to change without notice.

TOUCH TUNING

*Now priced within reach
of EVERYONE*

Be sure to ask your nearest G-E Radio dealer to demonstrate the new General Electric Touch Tuning model F-96. This remarkable instrument is sensationally priced—to bring Touch Tuning within reach of every home. It costs no more than you would pay for a good conventional hand-dialed radio. Your dealer will gladly arrange a liberal trade-in on your old set—and easy terms.

The New



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. S. T. NBC RED NETWORK



SAFETY FIRST—
friendliness too!

HERE are plain facts which touch the lives of us all:

American railroad rates are the lowest in the world; American railroad service is the best.

But the continuance of this efficient, economical service is imperiled today by the threat of laws which would check progress.

One such measure is the bill now before Congress to limit the length of freight trains to seventy cars—a needless restriction that would add more than one hundred million dollars a

year to the cost of transportation, but would add nothing to railroad revenues, service or safety.

The unjustified burden of this threatened legislation should not be imposed upon the commerce of the nation.

DO YOU KNOW

—that during recent years, while trains have increased in length and speed, railroads have made new fine records in the safety of passengers and employees?

—that the more trains run to handle a given amount of traffic, the greater is the risk of accidents?

—that the proposed law to limit the length of trains would increase the cost of handling freight more than 100 million dollars per year?

—that increased prices of materials, supplies and fuel since 1933 have added another 250 million dollars to annual railroad costs?

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D. C.

THE STRANGE ADVENTURE OF ARCHIBALD THE ARCTIC

Anglican bishop of the Canadian Arctic is Dr. Archibald Fleming, whose official episcopal signature is "Archibald the Arctic." Once every other year he charts a plane, flies to the most frozen and desolate corners of his diocese to minister to his Eskimo communicants. Last summer he took with him, in a party of five, LIFE's Photographer Margaret Bourke-White, who had come north with Canada's Governor General as far as Aklavik (see page 311).

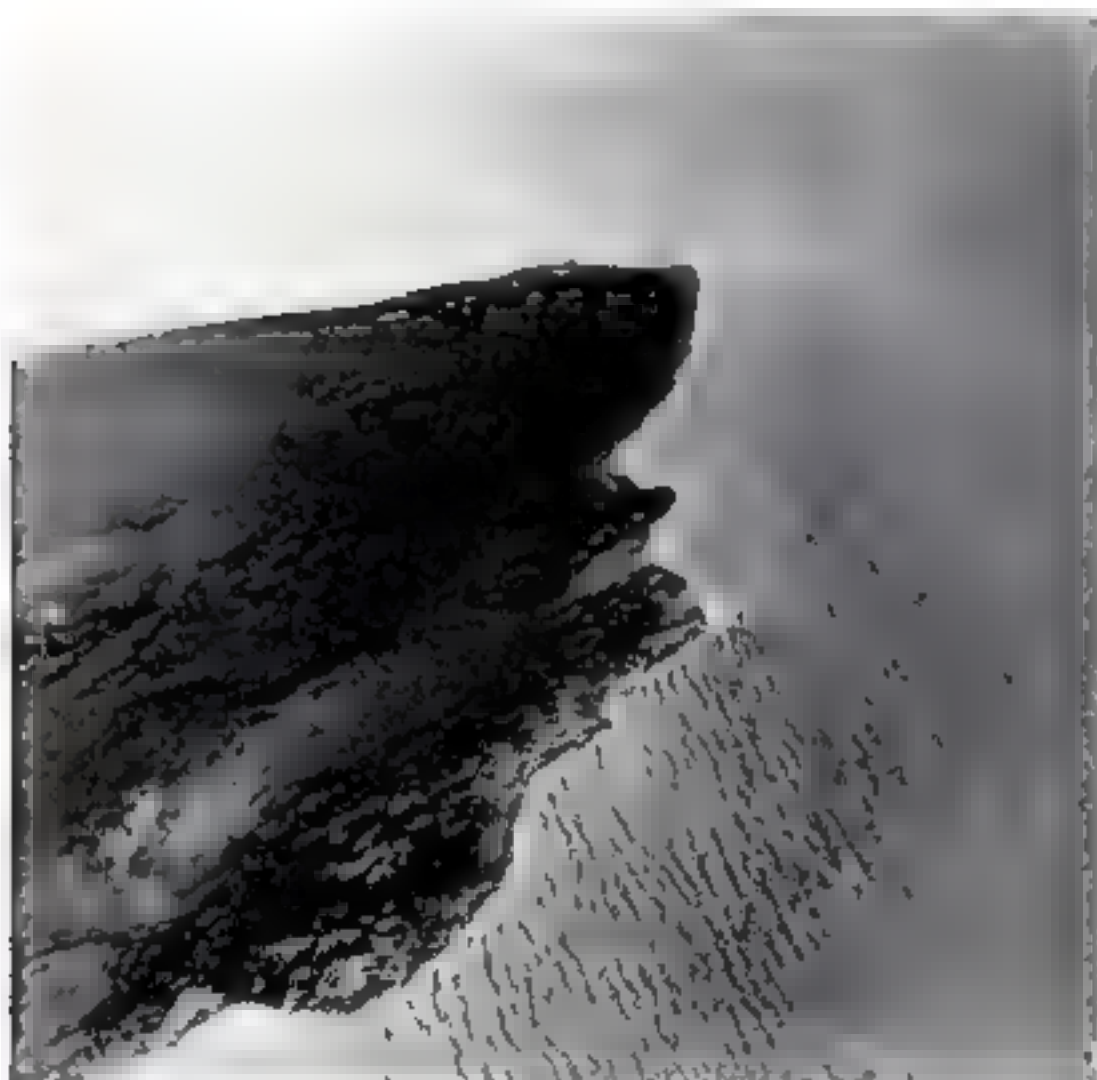
Midway over the perilous Arctic Coronation Gulf the pilot ran into fog, feared he would lose his way, made a forced landing on an uninhabited isle at 68° N. All day long the party brewed tea, ate charity of emergency rations, sang songs to keep their spirits up. Late that evening the weather cleared and the pilot made a dash for it, barely reaching Cambridge Bay and safety before his gas gave out.



1 "Archibald the Arctic" is the diocese signature of the Rt. Rev. Archibald Fleming, bishop of Northwest Canada.



2 Sole woman in his biennial flight to remote Cambridge Bay is Margaret Bourke-White, LIFE's photographer.



3 Midway over the sea the plane ran into thick Arctic fog, turned back to land on one of the barren Lewis Islands (above).



4 The plane is moored to a rock in an inlet, prepares to remain for weeks.



5 Maps are scanned to find their whereabouts. First thing the bishop does is hang his episcopal banner on the plane's tail.



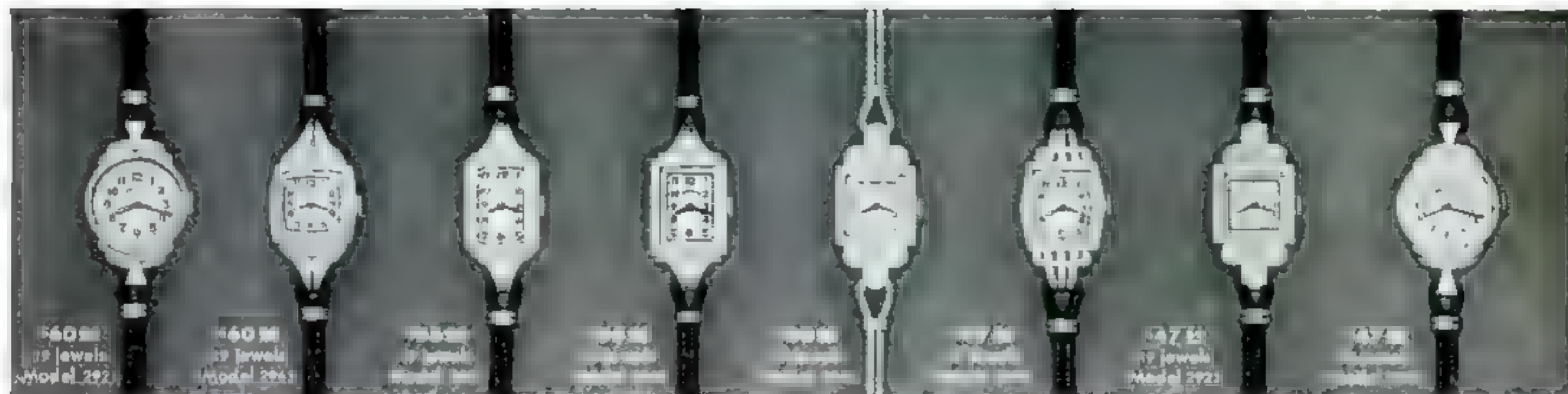
6 Driftwood is gathered by Miss Bourke-White for a fire.



7 Bengt English, the bishop sets about brewing the party some tea with Hudson's Bay's choice Nabob brand. Meanwhile the pilot doles out rations.



8 Dinner of bully beef is cooked from an emergency larder sufficient for two people for 20 days. The fog lifted at evening.



Heralding a new era in timekeeping

★ Lord Elgin ★ ★ Lady Elgin ★

Be among the first to view America's newest, most distinguished timepieces. Visit your quality jeweler's special showing today

Expect great things from these unusual timepieces. You will not be disappointed.

For 400 years of watchmaking reach a climax in the new Lord Elgins and Lady Elgins. These accurate wrist watches have been created solely for those who would give or own the finest. Each of them offers a combination of advantages that are to be enjoyed in no other make of timepiece.

The handsome, masculine-looking Lord Elgins

are all 21-jeweled. They are fitted with a special mainspring that requires winding only once in 45 hours. Movement parts are interchangeable and have been designed for superior strength.

The Lady Elgins are the only series of 19-jeweled watches for women created in America. Stunning,

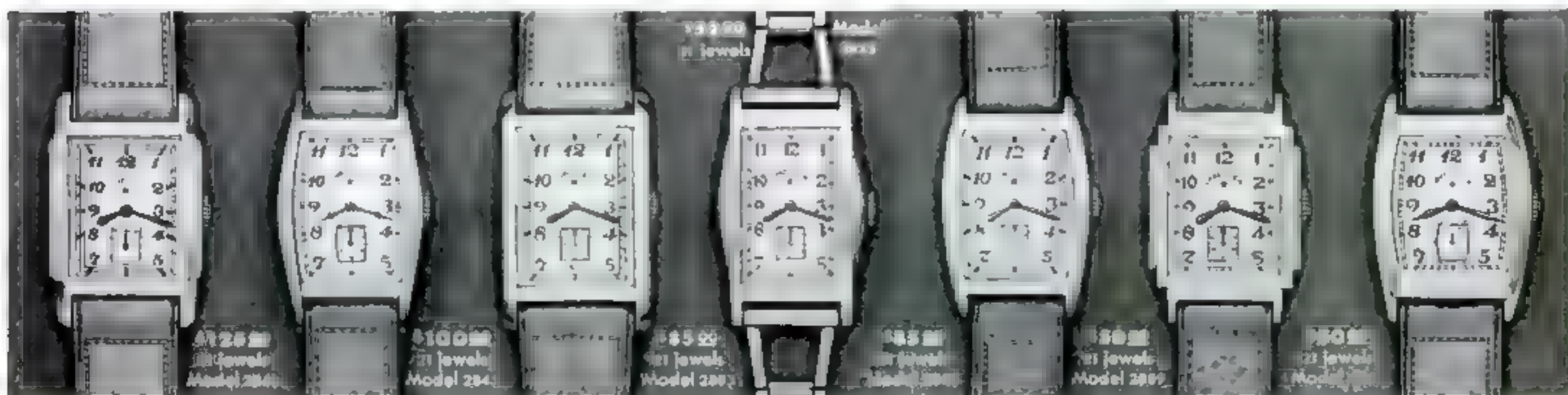
smart, flattering in their loveliness. The genius of leading designers shows in every faultless line. Cases are solid gold or 14 karat gold filled.

It had to be ELGIN that gave the world these brilliant new timepieces. For only ELGIN can produce watches through the perfect partnership of expert craftsmen and scientists . . . and time them directly to the absolute standard of the stars.

Let your quality jeweler show you the remarkable new Lord Elgin and Lady Elgin timepieces now. Lord Elgins are reasonably priced from \$50; Lady Elgins, from \$47.50. Many other attractive ELGIN models are available in a wide range of prices.

★ ELGIN ★

MARK OF AMERICAN LEADERSHIP
SINCE 1865



HOW TO TELL THE WEATHER 12 TO 24 HOURS AHEAD



THIS FAMILY AVOIDED A SOAKING... Rain ruined a week-end picnic. But no one got wet. A Taylor Stormoguide predicted stormy weather. So the family stayed home, kept dry and avoided discomfort and colds.



ONE MAN KNEW THE WEATHER AHEAD OF TIME...

Two men started for a football game. But one owned a Taylor Stormoguide which warned, "Increasing Winds—Colder." When the chill winds came, he was prepared—and warm. His friend and many others shivered in the sudden blasts.

PREPARE FOR WINTER WEATHER... NOV. 6-13

This is the time for National Weather Week, when stores all over the country will help you prepare for whatever the weather brings during the next few months. Be sure to get then all the things you need to protect health and comfort in any weather. Go to the stores displaying the National Weather Week Emblem. Invest in a Taylor Stormoguide to tell you about the particular kind of weather to come. Many models, priced from \$7.50* to \$60.00*. Every Taylor Instrument bears the Taylor name. Taylor Instrument Companies, Rochester, N. Y.



FAIRFAX STORMOGUIDE
Black case with chromium trim.
Silver dial. Automatic signal device. Each \$12.00*

VICTOR STORMOGUIDE
Case of tooled Cordovan leather.
Gold finished dial. Automatic signal device. Each \$29.00*

YACHT STORMOGUIDE
Walrus case—brass spigots and bezel. Dial is silvered. For yacht or home. Each \$10.00*

Archibald The Arctic (continued)



Land safely reached, the bishop's Canadian Airways plane is lashed to the wooden pier. Then he perceives a boatload of Eskimos rowing toward him from the gulf.



With the bishop's help, the Eskimos and their women debark at the pier. He knows them well and warm greetings are exchanged between the pastor and his flock.



The bishop tells them of his adventure on the deserted isle. They tell him they have come 450 miles across the ocean in an open boat to receive communion from him.

CONTINUED ON PAGE 119



BEDTIME STORIES FOR GROWN-UPS

Available in a wide variety of cabinets and chassis—finished in walnut, bone-white, and ebony—there's an Arm Chair Zenith to suit almost any home or purse. Also 69 console and table models from \$19.95 to \$750.00

Tune in the Zenith Foundation—most unusual radio program about the subject of the hour—telepathy. Over NBC Blue Network every Sunday at 10:00 P.M., E S T

ZENITH

ARM CHAIR RADIO

Right up to the moment when "lights out" is only split seconds away, your Arm Chair Zenith can still be bringing you the pick of the air—at home or abroad.

For radio no longer demands that you go to it—instead, it comes to you. With bedside ease or arm-chair convenience—with finger-tip "lazy tuning."

These ultra-modern Arm Chair Zeniths—doubling as night tables, smoking stands, end tables, even cocktail bars—have captivated the country.

Would you like to see how an Arm Chair Zenith fits into your home? A nearby Zenith dealer will gladly make trial installation of a model suited to your tastes. Why not call him up?

EUROPE, SOUTH AMERICA OR THE ORIENT... **GUARANTEED EVERY DAY OR YOUR MONEY BACK***

*on all short wave Zeniths.

\$29.95

\$59.95

\$89.95

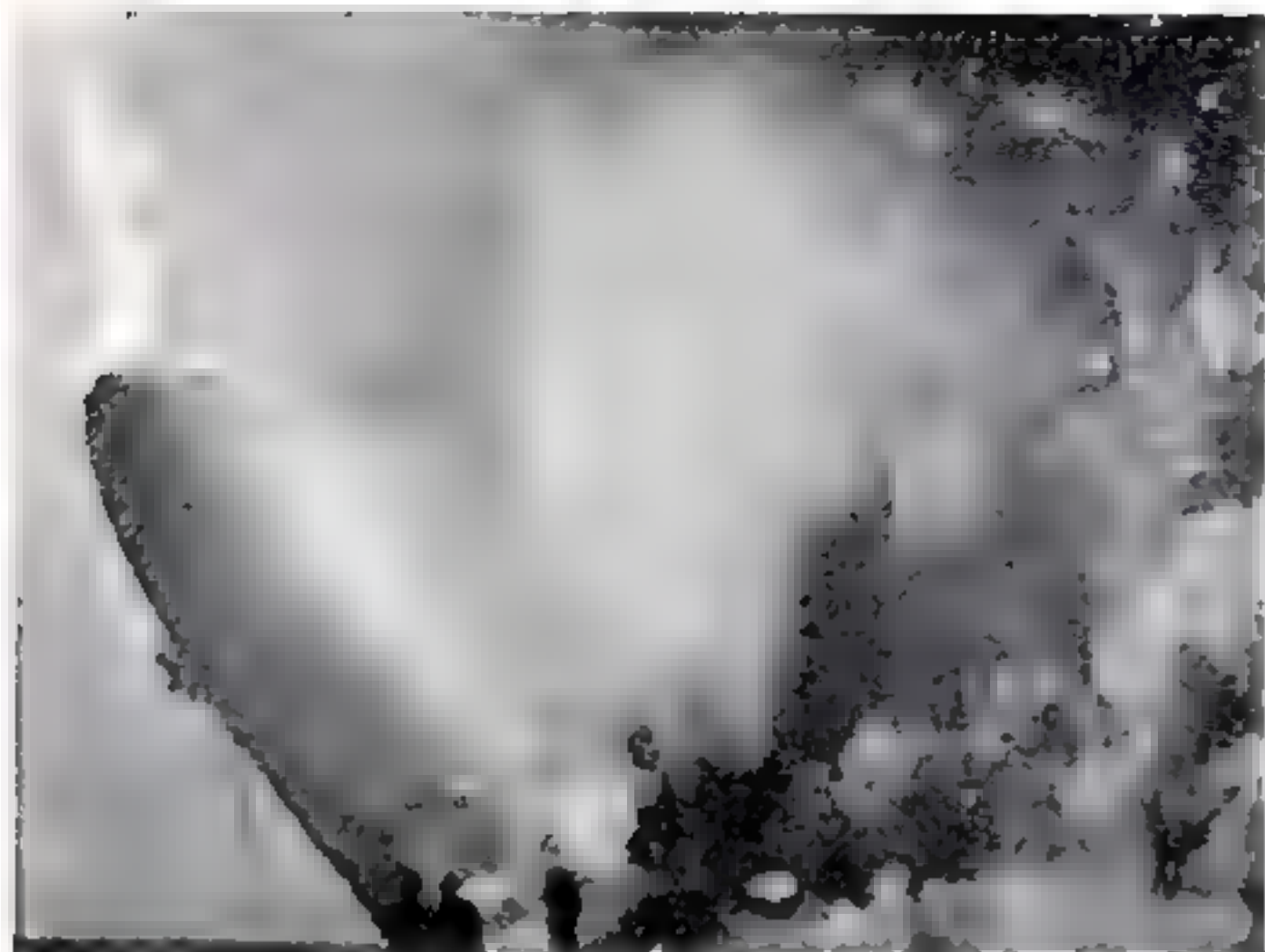
\$99.95

\$149.95

\$169.95

29 ARM CHAIR MODELS TO CHOOSE FROM . . . \$29.95 UP*

*Prices slightly higher in West and South.



The survivors were shaved with Schick Shavers

MANY of the passengers and crew of the ill-fated "Hindenburg" whose faces were burned were shaved with Schick Shavers during their stay in the hospital.

So badly burned were they that there was a thick crust of tissue on their faces through which their beards grew. It was quite impossible to use a blade to shave them.

But the Schick Shaver glided gently and painlessly over the injured skin, removing the hair at the scarred surface.

MORE HOSPITALS ARE USING SCHICK SHAVERS

Each day's mail brings us stories of the use of Schick Shavers under extraordinary conditions. Men with skin troubles, patients confined to their beds, men with broken right arms or injured hands, blind men and those partially paralyzed—it is an amazing list and an overwhelming trib-

ute to the Schick Shaver which is changing the shaving habits of the world.

HOW MUCH BETTER FOR A NORMAL FACE!

The Schick Shaver, continuously and exclusively used, permits nature to discard the skin calloused and toughened by ordinary methods of shaving. In its place comes a new, more youthful-looking and softer skin easier to shave quickly and closely.

FIRST—AND STILL THE LEADER

Twenty years' thought and mechanical genius created the Schick and the methods of making it. We know of no mechanical shaver that shaves more quickly, more closely or with greater comfort. Six years' experience and a million-and-a-half users should convince you that Schick is the best and most economical way to shave with "no blades—no lather—no chance to cut yourself."

ASK A SCHICK DEALER TODAY

Any authorized Schick dealer will demonstrate the shaver, and show you how easily you can learn to shave either immediately or in the number of days necessary to bring your skin into perfect condition for Schick shaving.

SCHICK DRY SHAVING, INC., STAMFORD, CONN.
Western Distributor: Edises, Inc., San Francisco
In Canada: Henry Birks & Sons, Ltd., and other leading stores



SCHICK SHAVING

Archibald The Arctic (continued)



In the Arctic church, the bishop holds services for his little congregation of Eskimo communicants. Songs are sung in Eskimo from hymnals printed in "Rahibutskin."

Though the airplane is opening up the Canadian Northwest, flying is in many parts of it still hazardous. Along the Arctic coast the compass is useless because of the proximity of the Magnetic Pole. In winter the snow-covered shoreline is indistinguishable from the frozen sea, and the land has never been accurately mapped. Mail pilots who make the dash to remote outposts once or twice a year, fear above all the dread Arctic fogs which roll in from icy waters and hover thick and gray for weeks. Hence each plane carries a month's iron rations for two, and on many promontories and isles drums of gasoline are cached. Though the bishop and Miss Bourke-White laughed, told stories, sang songs, took their adventure lightly, their peril was very real.



Back again on the mainland Archibald the Arctic pulls off Miss Bourke-White's heavy fur Eskimo parka. The most perilous part of his biennial voyage is over.

Science looks at...whiskers

In this continuation of the findings of a five year study of the art of shaving in one of America's great Industrial Research Institutes, the properties and qualities of razor blades are brought out in the open.

When a man says "my whiskers are like wire"—he's being far more accurate than he realizes. For the average whisker actually has greater tensile strength than iron! Yet a razor blade must cut 20,000 to 30,000 such "wires" with every shave. This requires the sharpest cutting edge that man ever has occasion to use... and which must have a durability that will permit it to stay sharp for several shaves. The Institute, working with Schick Razor engineers, has developed a blade with these qualities.

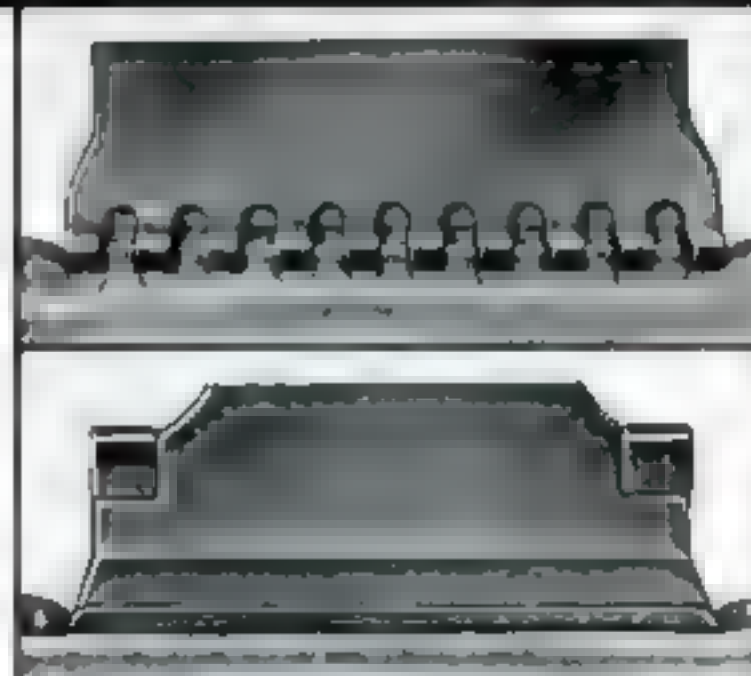
You can see the extra thickness of the Schick blade. You can't see the quality of the steel, which is as fine as the old-time straight-edge razor. Each Schick blade is individually honed, stropped and inspected. Many razor blades are sharpened in "step" form. That is, a long ribbon of steel is sharpened, then broken into separate blades. The more expensive Schick process of blade sharpening using thicker steel results in higher initial sharpness and durability and a much greater uniformity.

Schick blades are sealed in a coating of oil inside a metal cartridge. The blade edges are actually suspended in space. Nothing touches them from the time they pass the inspectors until they hit your whiskers. No paper covering to rub and dull their edges. And no fumbling bother for you to unwrap them when you're in a hurry.

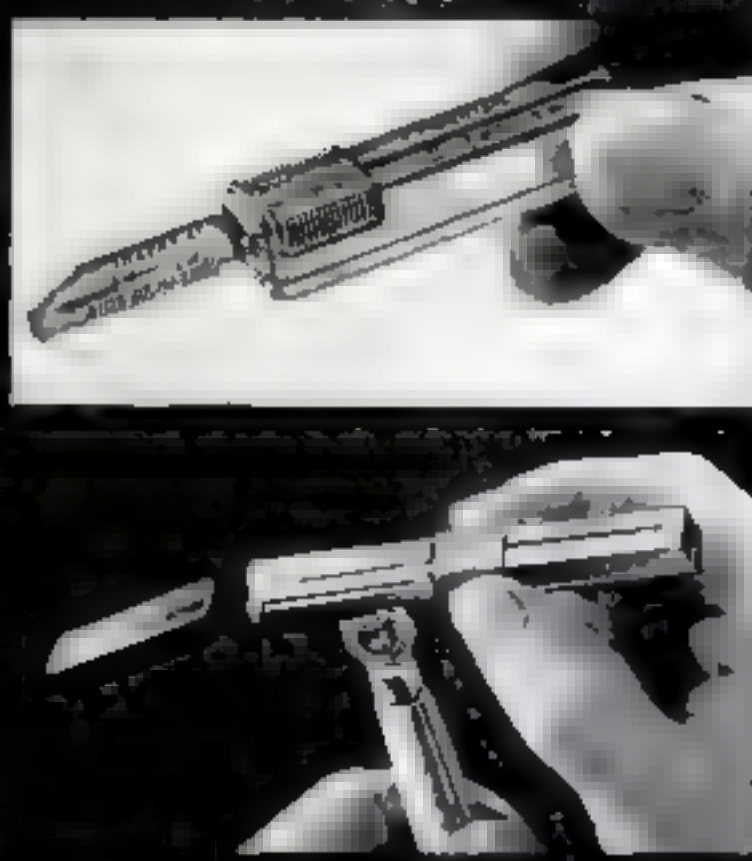
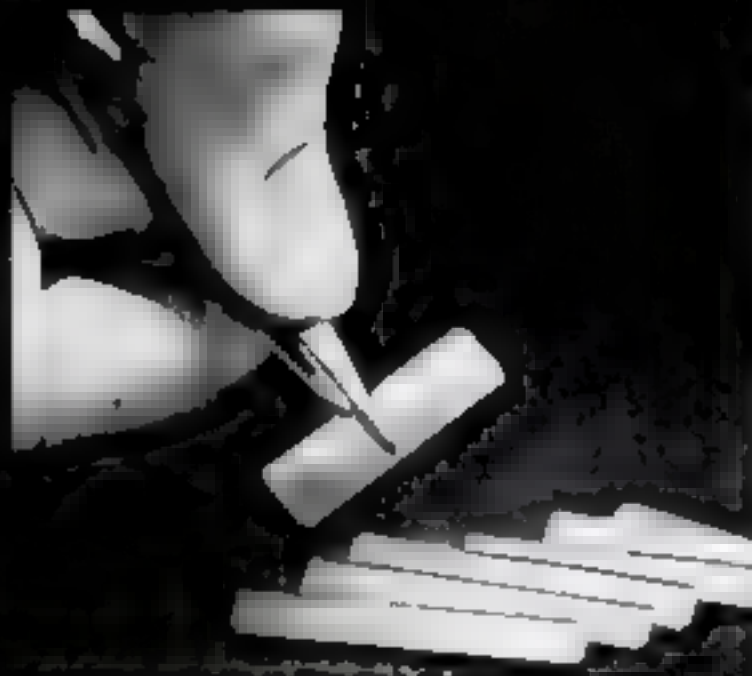
This metal cartridge that holds and protects Schick blades, also automatically loads your Schick Injector Razor with a new blade—right in the middle of a shave if you want it. Just pull and push the trigger of the injector cartridge—the old blade shoots out of the razor and a fresh one shoots in! Nothing to unwrap, take apart, unscrew or re-assemble.

Twenty—or twelve—at a time, stacked in order in the automatic Injector, is the way you buy Schick Blades. When all but 4 blades are used up a blank copper blade shoots out. Slip this in your "change" pocket, where it will remind you to buy blades when you're in the store—while you still have a few blades left at home.

When a keen, individually-ground Schick blade is fitted into the Schick Injector Razor, you get a very new shaving experience—a shave that is close, but at the same time very comfortable. Old-type safety razors have combing teeth which serve primarily as a guard—are not properly designed to control the flow of the skin up to the blade edge—also cause ridges and valleys which are bound to get nicked. The Schick Injector guide bar is so designed as to stretch the skin taut ahead of the blade—holds the whisker upright while the blade cuts through it.



The Schick Injector Razor—and Schick Blades—have truthfully brought man a new idea of shaving comfort—and convenience. Typical is this remark from users' letters: "I didn't think it was shaving until I felt my face." Magazine Repeating Razor Company, Bridgeport, Conn.



DU PONT PAINTS
for
EVERY PURPOSE
in Home and Industry

DULUX
REG. U. S. PAT. OFF.
GOES TO A PARTY



Time for a snack. "Let's head for the kitchen." The friendly, clean whiteness of the Dulux finish on the refrigerator helps the party along.



Accident? Who cares? Takes more than a broken egg, catsup, or butter and other household greases to mar Dulux! This finish keeps its gleaming whiteness.



Bump! Dulux laughs at bumps and bangs without chipping or cracking. It's one of the many reasons why more than 3,000,000 people prefer a Dulux finish for their refrigerators.

DU PONT
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Paints..Varnishes
Enamels..Lacquers
DUGO-DULUX

SHANGHAI BOMBS INSPIRE "SHRAPNEL SWING"

Therese Rudolph, refugee, performs a new dance

Therese Rudolph was dancing in the floor show at the Cathay Hotel in Shanghai, Aug. 14, when Chinese planes dropped bombs outside (LIFE, Aug. 30). Miss Rudolph disappeared. She turned up shortly, took the boat to San Francisco where she got a job dancing at Sir Francis Drake Hotel. There she performs a new dance based on her Shanghai experience. She calls it "Shrapnel Swing." Below, she exhibits and describes it.



"HELLO SHANGHAI"



"SHANGHAI SHAMELES"



"WAR BIRDS APPROACH"



"SHRAPNEL BURSTING"



"FEAR"



"STUNNED"

"FAINT" (BELOW) IS THE CLIMAX OF "SHRAPNEL SWING"



*It's smart
to say
"V.O."
and Soda*

"THINK BEFORE YOU DRINK—
SAY SEAGRAM'S AND BE SURE"

Seagram's
"V.O."

A FINE IMPORTED WHISKY
6 YEARS OLD

Seagram's "V.O." Rare Old
Canadian Whisky—90 Proof
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Perfect pictures even under difficult, almost impossible conditions are yours with a Graflex American made Pelco-Winning Camera. Our FREE catalog tells why. Send for it today. Polymer Graflex Corporation, Dept. 1 23 Rochester N.Y. U.S.A.

PRIZE-WINNING CAMERAS

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Itching and burning of pimples, rashes, eczema relieved by

CUTICURA SOAP and OINTMENT



**LET THEIR
EYES**

help you decide

**THEN YOU'LL BUY
A CAR COMPLETELY
EQUIPPED WITH**

**SAFETY GLASS MADE
OF PLATE GLASS . . .
NOT WINDOW GLASS**

GREATER beauty . . . clearer vision, and increased motoring comfort for the whole family. That's what you'll get by buying a car with Safety PLATE Glass in every window. And many motorcar manufacturers give you Safety PLATE Glass in every window of their cars at no extra cost to you. ¶ Safety PLATE Glass, in contrast with safety glass in which ordinary window glass is used, is first carefully ground to eliminate waviness and is then painstakingly polished to a mirror-like brilliance. Its greater clarity minimizes eyestrain and fatigue, and its gleaming luster enhances the appearance of your car both inside and out. ¶ Before you buy a new

car make sure that it has Safety PLATE Glass—easily identified by the Hallmark of Higher Quality—in every window. All cars have this finer glass in windshields; but many car manufacturers, to provide the very utmost in beauty, comfort and quality, completely equip their cars with Safety PLATE Glass at no extra cost to you.

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PLATE GLASS
MANUFACTURERS
OF AMERICA
PITTSBURGH, PA.
•

FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND
A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.





An annual St. Louis mystery is the Veiled Prophet, here shown with his Queen, Nancy Lee Morrill. His identity a dark secret, the Prophet is chosen to preside over the an-

nual ball by the Veiled Prophet Order, a powerful but anonymous group of 1,000 leading St. Louis businessmen. Ostensibly the mythical ruler of mythical Khorassan in far-

off Cathay, he visits his adopted city, St. Louis, each October. His 1937 Queen will come out Thanksgiving Eve at swank St. Louis Country Club, likes tennis, swimming, golf.



Life Goes to a Party

at the Veiled Prophet's Ball in St. Louis where

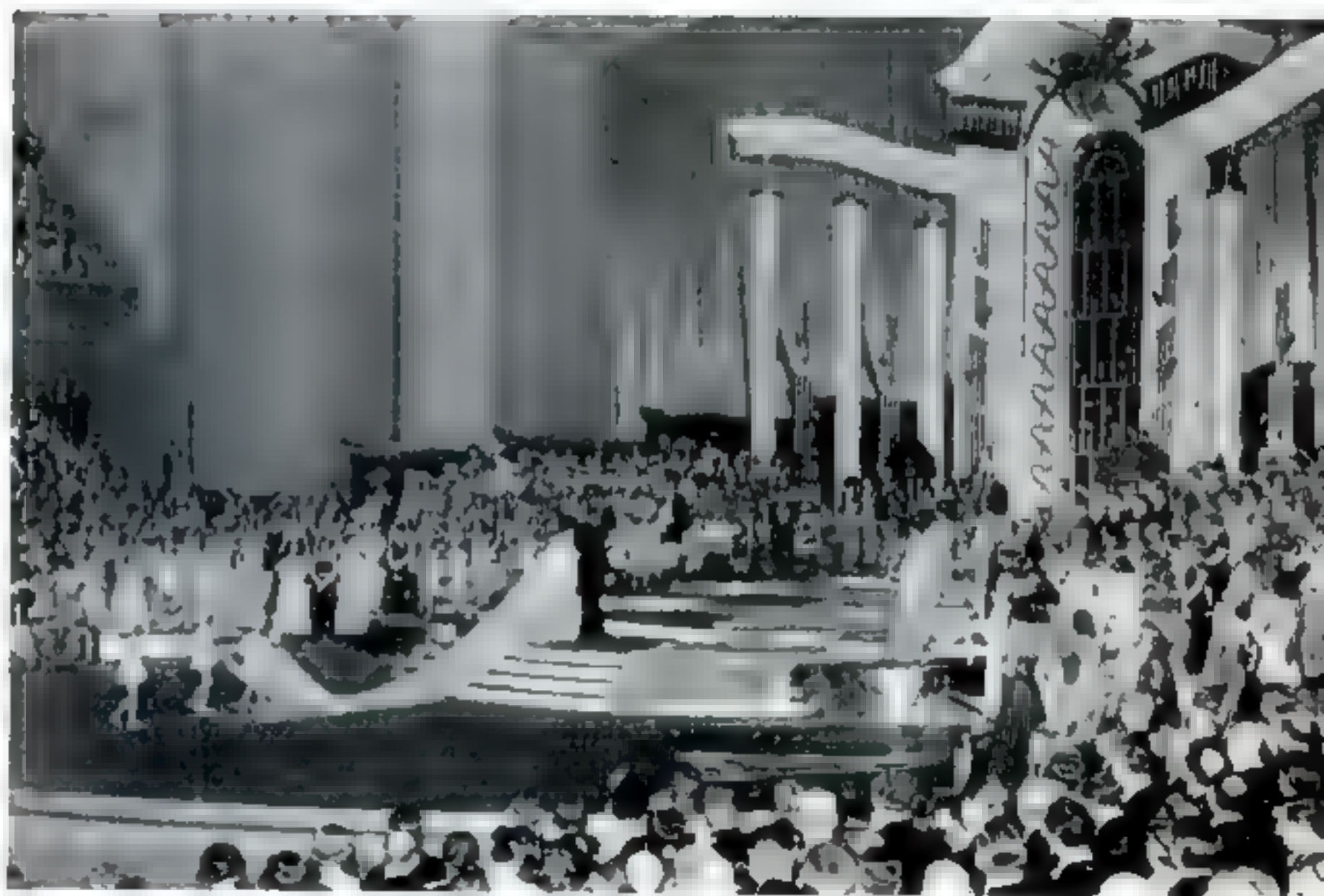
12,000 People see Miss Nancy Morrill crowned Queen

Queens, maids of honor and secret-society atmosphere are familiar components of balls in the Midwest. Biggest of all such occult shindigs is St. Louis' Veiled Prophet's Ball over whose "Court of Love and Beauty" annually presides not only a Queen but also a Veiled Prophet whose identity is traditionally kept a strict secret. The astonishingly large and dressy crowd (*shown above*) is part of the 12,000 who, on Oct. 6, crowded into St. Louis' Municipal Auditorium to see 18-year-old Miss Nancy Morrill crowned Queen at this year's Ball. Among them were no fewer than 17 former Queens of this great social fixture which was first held in 1878.

Like all such affairs the Veiled Prophet's Ball has its serious as well as its picturesque side. Held under the auspices of the Veiled Prophet Order whose strictly-guarded membership includes leading businessmen, it is the visible and gala manifestation of civic activities calculated to focus attention on the country's "Forty-Ninth State." At this year's Ball, this potent group through its Prophet presented Queen Nancy and her four special maids of honor with platinum crowns studded with diamonds, pearls and sapphires. To the retiring Queen, Miss Susan Elizabeth Thompson, went a platinum bracelet with 76 diamonds; to 40 regular maids of honor, clip watches; to 100 matrons of honor, leather traveling bags; to 14 honorary pages, calf-skin envelope bags. Accompanying every invitation to the ball was a souvenir silver-backed telephone memorandum pad with the initials VP cut in the cover.

For all its economic undertone, the Veiled Prophet's Ball has such social cachet that when in 1922 an Anheuser-Busch heiress who was distinctly not of the city's Old Guard was chosen Queen, many of the women present turned their backs at the moment of coronation. No backs were turned this year as the city's highest social honor was bestowed on the daughter of the impeccable Charles H. Morrills.

CONTINUED ON NEXT PAGE



Approaching the throne to be crowned Queen is Nancy Morrill on arm of Esmeralda Queeny (president of Monsanto Chemical Co.). Note four special maids of honor at stairway's right and letters VP in purple light above. Below the new Queen is crowned by the Veiled Prophet



GET THAT MOUTH-FRESH
FEELING . . . IT'S FUN TO

**CHEW WITH
A PURPOSE**

1. ORALGENE is a firmer, "chewier" gum. It gives your mouth, teeth and gums needed exercise.

2. ORALGENE contains milk of magnesia (dehydrated.) It helps to mouth freshness.

3. ORALGENE helps keep teeth clean — and fresh-looking throughout the day. Chew it after every meal.



ORALGENE
pronounced oral gene (mouth health)
A DELICIOUS BEECH-NUT PRODUCT
SOLD WHERE BEECH-NUT GUM IS DISPLAYED

**LAMPS
CHANGE,
TOO!**



The Guardman has been made not only in locomotive design but in lamp too.

Faries Guardman: the modern efficient illuminator, relieves eye strain, for it banishes glare and shadows. Guardman light is even and restful because properly distributed and controlled. Enjoy Guardman comfort today. If your dealer cannot supply you please write to:

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DECATUR, ILLINOIS**

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FILMO DOUBLE 8"

With F 35 lens — universal focus — weighs only 3 1/2 lbs. — 4 speeds. Black and white or color. World's largest stock of movie apparatus.

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179 W. MADISON CHICAGO, ILL.

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TEETH are inherited
try this NEW
Salt Discovery**

See how much brighter teeth become with Worcester Salt Tooth Paste. U. S. Pat. 1948838. Write for free sample. Worcester Salt Co., Dept. 53, 40 Worth St., New York City.

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**Be Your Own
MUSIC
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to play by note. Piano, Violin, Ukulele, Tenor Banjo, Hawaiian Guitar, Piano, Accordion, Saxophone, Clarinet or any other instrument. Wonderful improved method — simple as A, B, C. — No "musical" or "musical" cost as average only few cents a day. Over 200,000 students.

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Life's Party (continued)

By command of
The Aged Bachelor

Ernest Lee Carter

has been chosen a Maid of Honor of his Court of Love and Beauty at the Grand Ball to be given at the Washington Auditorium on Wednesday evening, October 10, 1934, to celebrate his annual adventuring in the City of Nations.

The Maids of Honor will during the Ball be under the especial guardianship of the Ladies of Love and Beauty from this Court the French and English Queens to be go in his place since his coming again.

Those who were my hand and seal this month of September will be on hand for the next year.

Attest
W. D. B. (B. B.)

By and at the A. P.
(G. C.)

Invitations like this were sent to 40 St. Louis debutantes, constitute a social accolade which recipients remember all their lives.



The Queen's bouquet consisted of 244 exquisite orchids native to seven widely separated countries and grown at Shaw's Garden in St. Louis.



The Queen's supper table after the ball was headed by the Queen, her four special maids of honor, and escorts. Left to right: Eunice Jackson Holderness, Norfleet Rand, Nancy Houser, Luther Ely Smith Jr., Nancy Morrill, Oliver Langenberg, Frances McPheeters, Franklin Ferriss II, Mildred Bakewell, G. Victor Davis.

CONTINUED ON PAGE 125

They're here TODAY-America

TWO NEW PONTIACS



The most beautiful thing on wheels
AGAIN OUTVALUES THEM ALL!

GENERAL MOTORS
 TERMS TO SUIT
 YOUR PURSE



Forget your problems, lay aside your work, gather your family together, and go to see the finest sight that ever gladdened your eyes—the new Silver Streaks, *built and priced to lead the world in value.* They will lift your spirits like a change of scene for here are low-priced cars different in every way from any that have come before. There is nothing like them for smartness—inside and out, Pontiac's 1938 styling is new to the world! There is no parallel for their handling ease—Pontiac introduces the Safety Shift, an entirely new invention! Comfort, smoothness, economy

—everything marks these new cars out as something that must be seen at once! Join America in a trip to Pontiac showrooms. See these splendid cars. Prove for yourself that *the most beautiful thing on wheels again outvalues them all.*

PONTIAC MOTOR DIVISION
 General Motors Sales Corporation
 PONTIAC, MICHIGAN

TWO GREAT RADIO PROGRAMS: "News Through a Woman's Eyes" every Mon., Wed., and Fri. at 2 p.m., E.S.T., Columbia Network. "Varsity Show"—direct from the leading college campuses every Friday night, NBC Blue Network at 9:00 p.m., E.S.T.—8:00 p.m., C.S.T.—7:00 p.m., M.S.T.—6:00 p.m., P.S.T. TUNE IN!

THE LATEST AND GREATEST FEATURES OF AMERICA'S FINEST LOW-PRICED CAR

NEW SAFETY SHIFT GEAR CONTROL (optional at slight extra cost)
 NEW SILVER STREAK STYLING • NEW CLUTCH PEDAL BOOSTER • NEW SAFETY-STYLED INTERIORS • NEW BATTERY LOCATION • PERFECTED KNEE-ACTION RIDE • IMPROVED CENTER-POINT STEERING • ADJUSTABLE, TILTING 3-PASSENGER FRONT SEAT • EXTRA-LARGE LUGGAGE COMPARTMENT • BIG-CAR WHEELBASE (117" on Six, 122" on Eight)
 TRIPLE-SEALED HYDRAULIC BRAKES • UNISTEEL BODIES BY FISHER
 FISHER NO-DRAFT VENTILATION • COMPLETELY SEALED CHASSIS
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BETTER LOOKING • BETTER BUILT • A BETTER BUY!



WORKMAN AND HOMECRAFTSMAN AGREE

It's a pleasure to buy files this new way! "I never did like to wait while the clerk hunted the file I wanted—the Self-Service Display saves me lots of time," says the carpenter * * "I'm particular about the files I buy," the hom craftsman adds. "The cellophane wrapping lets me tell at a glance." * * No more searching through boxes . . . no more unwrapping yards of brown paper . . . alert hardware stores in your community now have popular sizes and types of fast-cutting Nicholson or Black Diamond Files, cellophane wrapped in this colorful, convenient display unit. Nicholson File Co., Providence, R. I., U. S. A.



NICHOLSON

A FILE FOR EVERY PURPOSE

Life's Party (continued)



Maid of Honor Eleanor Lee Carter had as her supper escort Daniel L. Schlafly.



Maid of Honor Mary Johnston came to supper with beaming Kirtley Black.



Maid of Honor Josephine Desloge Fuss was squared by William C. Connett IV.



Maids of Honor were the Sullivan sisters, Anna Eugenia (left) and Mary Julia.



Missouri's Senator Bennett Clark was accompanied by his orchidaceous wife.



Missouri's Governor Lloyd C. Stark and the State's First Lady go to supper



•THE SCIENTIFIC WAY TO
STIMULATE HAIR GROWTH
...REVITALIZE FALLING,
LIFELESS HAIR

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methods of André A. Cuervo, M. D.,
Cincinnati, Ohio, and according to
U. S. Patent No. 2,065,128. For
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• XERVAC alternate vacuum and pressure treatments for baldness, and falling or lifeless hair are now available at your favorite barber or beauty shop. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer, or write direct to

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365
DAYS
OF
GOLF

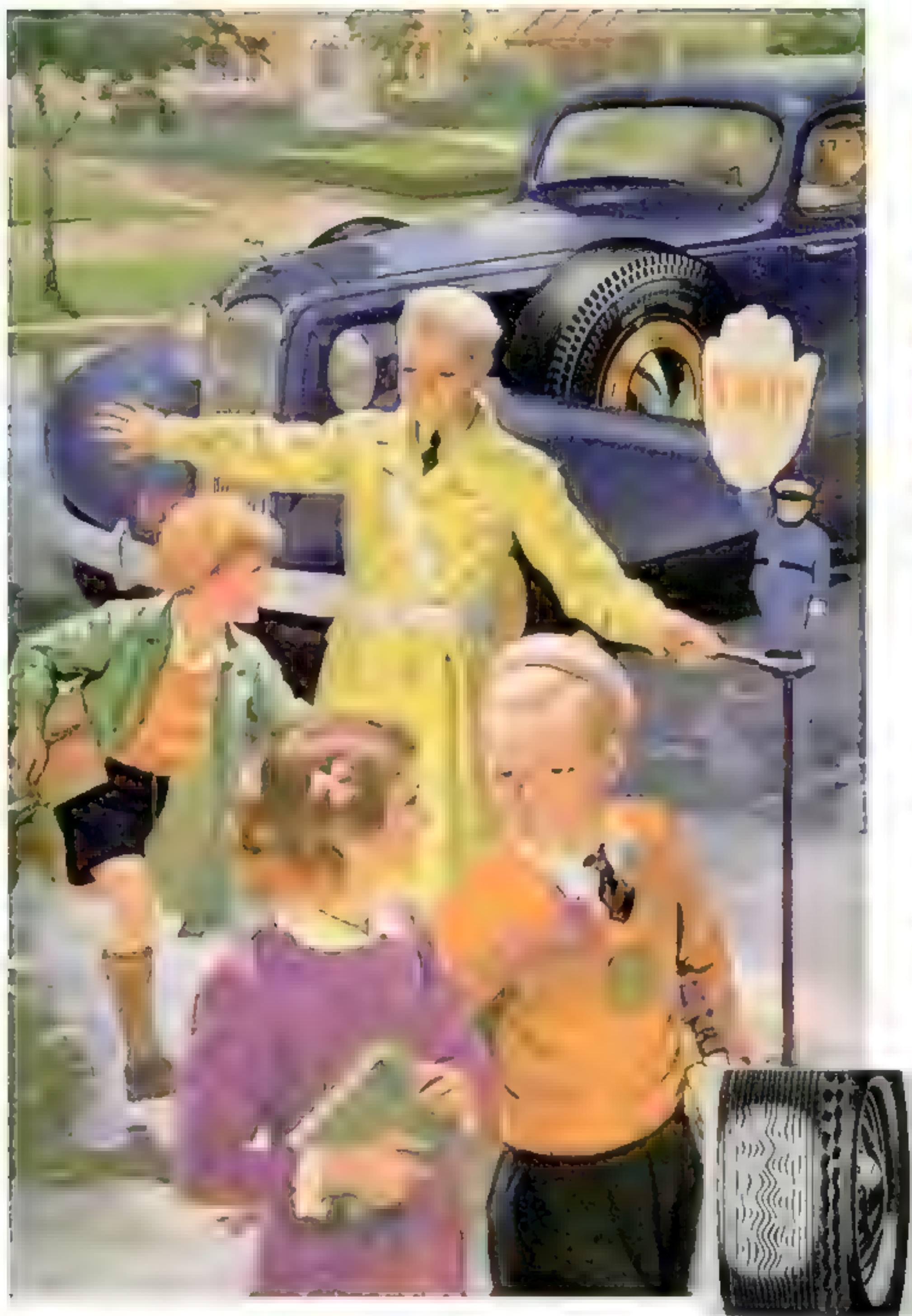


Pinehurst's dry invigorating climate makes it possible to play golf the year round. There are three superb 18-hole courses, with perfect grass greens and fairways, all created by Donald Ross. The Carolina Hotel opens October 28, and the Holly Inn November 15. Early season rates are attractive. Overnight in thru Pullmans via Seaboard Railway. Lv N Y Penna. Sta. 6.05 P M—arrive Pinehurst 8 A.M. Low round trip fares. Ship your auto by rail at low cost.

For folder L and information, consult E. C. Miquard, Hotel Ambassador, New York—
Phone 3-9320—or write General Office,
Pinehurst, N. C.

North Carolina
Pinehurst
OVERNIGHT BY TRAIN FROM NEW YORK

Skidding is a stop that doesn't happen THE DUAL 10 MAKES A STOP A Stop!



The dangerous thing about skidding is that it occurs *beyond* the point where a car would have to stop to avoid an accident. The Dual 10 is designed to stop a car quicker and straighter on the wettest, most slippery street. The flexible tread wrinkles into squeegee-like action when you apply the brakes. This new kind of positive traction enables you to stop quicker at 60 in the rain than you have been accustomed to stop at 50 in dry weather. It removes that feeling of uncertainty that every driver has on a wet, slippery street. This extra protection for you and others is worth many times its cost. If you are buying a new car the General Tire dealer has a change-over plan that makes full allowance for the equipment tires that come on your car. He will also make full allowance for all the unused tire mileage on your present car. A convenient payment plan is available.

The General Tire & Rubber Co., Akron, Ohio
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FREE BOOKLET, "Instructions to Prevent Skidding,"
fully illustrated, will be sent on request.

● When you apply the brakes flexible ribbons of rubber wrinkle into squeegee-like action—provide positive traction on any road, wet or dry. Stops without side swerve or tail spin.

THE GENERAL Dual 10

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THE PLACE WHERE THINGS ARE *happening*



IN INDUSTRY: Even the workaday world of Southern California is interesting. One of the Pacific's busiest ports with strange craft from the seven seas alongside the U. S. Battle Fleet. Oil wells. Odd agricultural crops. Fishing fleets. Los Angeles County's industries are as diversified as motion pictures, pottery and airplanes.



IN SPORTS: Brilliant winter racing season, regattas, golf and tennis tournaments, high goal polo, fishing, post-season football — all in settings that add new thrills. World champions in almost every kind of athletic competition come year after year to vie for fame and prize or purse in Southland matches and tourneys.



IN NATURE: The desert abloom with wild flowers in winter. Oranges, cherimoyas, dates, avocados, wine grapes in lush valleys below snow peaks. South Sea Isles. Strange nights: geysers, trees that are the earth's oldest and largest living things, the nation's highest and lowest points nearby. Nature in her most abundant and varied moods.



IN THE SUNSHINE: There's fun going on all the time in this semi-tropic playground captivating travelers of every kind — tycoons, columnists, actors, writers, composers and pleasure seekers. Southern California, on the authority of the U. S. Weather Bureau, has sunshine an average of 355 days out of the year's 365.



IN ENTERTAINMENT: Theatrical, literary, musical and artistic talent already congregated here now welcomes another world of glamour: Radio. 17 out of the 20 most popular national air shows were coming from Los Angeles or Hollywood as we go to press. Night clubs, cafes, sport events sparkle with world celebrities.

SOUTHERN CALIFORNIA, long famed for its sunshine, seashore, mountains, desert and peaceful spirit of *mañana*, now blossoms as a new center of fascinating activity in many fields: architecture, science, art, music, styles, education, industry and many others.

All the palms, flowers and sunshine are here but so much more too, that to see and know it all is fast becoming a "must" for travelers.

Especially when Los Angeles and its neighbors (Pasadena, Glendale, Long Beach, Santa Monica, Pomona, Beverly Hills and scores more) are now just overnight, even from New York, by plane; 2½ to 3 days by train, 3 to 7 by auto or bus, 2 weeks via Panama, and costs here average 22.8% under those of 20 leading U. S. resorts.

FREE Automatic Trip Planner

This 80-page Official Guide Book tells you what to see and do, how to get here, time required, itemized cost schedules, plus over 100 photographs, maps, etc. . . . authentic facts available only through this non-profit community organization. Coupon brings it FREE by return mail.

When you arrive be sure to visit our new Official Information Bureau, 505 West 8th St., Los Angeles, for expert help in getting the most enjoyment out of your stay here. FREE, of course.

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; for tourists, the attractions are unlimited.

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Send me free book with complete details of all the exciting sights of Southern California available. Also send free routing by ☐ steamship ☐ auto ☐ train ☐ plane ☐ bus. Also send free booklet about counties checked: ☐ Los Angeles ☐ Orange ☐ Riverside ☐ San Bernardino ☐ Imperial ☐ San Diego ☐ San Bernardino ☐ Ventura ☐ Kern.

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PICTURES TO THE EDITORS



STUNT MAN

Stra


Here goes Hollywood's stunt man, Cliff Lyons, 70 feet through the air from cliff top to water. His companion is a dummy and his team are trained diving horses. The buckboard will break away from the horse when it hits the water. Studio labor built a runway to the take-off. Lyons rigged his team with special harness which will cut loose from the wagon. On "camera" Lyons galloped the team over the brink. His work just starts when he hits the water. He has to untangle his horses from lines and keep himself clear and head the team toward shore.

Picture (at right) shows Lyons roped off a horse at a full gallop. On his way from saddle to ground, the stunt man is figuring his landing and roll. He is able to govern his fall so that he will hit the ground without hurting himself

FLETCHER H. CLARK

Beverly Hills, Calif



LIFE 
is better in
TUCSON
where sun shines
all winter long



Trade months of cold for constant warm sunshine. Come to Tucson, where "winter" skies are blue and life is more healthful. "The driest climate in the desert sunshine country" declare the United States Weather Bureau records.



Rest under the natural ultra-violet rays of the warm, dry desert sun. It melts away cares and worries - renews the tired body. Be happy.



Each glorious Tucson day is filled with new adventure! Ancient cliff dwellings, historic missions, giant cactus forests, colossal caves, Indian pueblos, romantic Old Mexico.

Plan now to enjoy the world's sunniest winterland. Bring golf clubs, riding togs, gun and fishing rods - you'll need them. Costs, moderate.

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Mile by mile your flight is planned from take-off to landing by the two veteran pilots who'll officer your ship aloft and by the long-experienced flight executive in charge of division dispatch.

Together they study the data that streams into every United airport day and night by telephone, teletype and radio. The weather, for instance. All United pilots are trained meteorologists. They choose the most favorable altitude for safe, efficient, comfortable flight. They calculate navigational procedure an hour before the actual take-off.

Then United is ready for you to step into the spacious, luxurious salon of your Mainliner sleeper or day plane. And exactly as your flight was planned your plane will fly. From Chicago to New York non-stop in less than 4 hours; or coast to coast overnight with only 3 stops en route. It's a new standard of travel—the work of years and the result of 20,000 coast to coast flights.

This efficiency is something tens of thousands of passengers have come to expect of United, for, with United, flying is much more than just a plane in the sky. It means an army of technicians constantly on the job, an experienced ground organization back of every flight. Without all this, United would not be the "Main Line" airway of the nation.



United Air Lines

THE "MAIN LINE" AIRWAY

PICTURES TO THE EDITORS

(continued)



DOHERTY'S DOUBLE

Sirs:

I had a most difficult time in New York trying to convince people that I (left) was not "Dan" Doherty, (right). I read where Woburn friends of Commander Doherty were greatly incensed over the



picture in LIFE (Oct. 4) with the drink in his hand.

I very easily convinced my wife that the man in the picture was "Dan," so 'Dan' can tell Mrs. Doherty that the man in the picture is H. King. That should make every one happy

HOWARD P. KING

Maynard, Mass.



FLESH & BLOOD

Sirs:

Is he real or is he a robot? His street-corner audiences say that he is a "wax dummy." Truth is, he is neither wax nor a dummy. He is honest-to-goodness flesh and blood (left) and has



earned a profitable livelihood since 1902 posing as a mechanical man (right). He started his career as a wooden Indian in front of a tobacco shop. He is Edward R. Davidson, 53, of Syracuse, N. Y. He is married and has two sons.

HELEN M. UNGER

Run-Gazette Co.
Williamsport, Pa.



FANCY HAIRCUTS

Sirs:

Fancy haircuts administered to the freshmen of Mississippi State College were in order during the recent matricu-

lation week. Eight hundred newcomers submitted to this tonsorial operation seemingly with good nature, judging from the expressions of the group pictured above.

PRUITT STUDIO

Starkville, Miss.

Sunbeam Automatic
MIXMASTER
 THE BEST FOOD MIXER MADE



POWERFUL!
 STURDY!
 EFFICIENT!

Compare Mix-master with all other food mixers and you will know why women prefer it. Be sure the food mixer you buy is Mixmaster—there's only ONE Mixmaster. Does more things better.

Sunbeam DOUBLE AUTOMATIC
IRONMASTER



FASTEST HEATING IRON MADE

Heats faster... **STAYSHOT-TER**... does more ironing in Less time with Less effort. Start ironing in 30 seconds after you connect it. Weighs only 3 3/4 lbs., ends tired arms and wrists and you finish quicker.

Sunbeam SILENT
Automatic Toaster



and here is the 2-slice **FULLY** automatic toaster that is **SILENT**... toasts every slice uniformly from first to last and keeps it hot until ready to butter and serve.

At all good dealers in electric appliances



Two exclusive Portis features:
 "SWAYBACK FINISH" retains moisture
 "PROTEK" oil skin insert stops perspiration stains

ESCORT "Just what I've been looking for! A hat that's smart for business and dressy enough for semi-formal wear... I like the crown and the smooth roll of the brim. Looks O. K. for me!"

RIGHT YOU ARE! You'll be proud of your Escort... It's the Homburg style-scoop of the season by Portis... See your Hatter. **\$5**

HAND FASHIONED
HATS by PORTIS
 PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO

Have You Ever Tasted

JONES DAIRY FARM SAUSAGE

Perhaps your father or grandfather was one of our early customers who, as autumn came on, would write to us to get Jones Sausage, because he remembered from boyhood what real farm sausage should taste like.




Jones Dairy Farm Sausage is made exactly the same today as then, from choice cuts of young pork, grown on neighboring Wisconsin farms, home ground sage, and pure spices.

But now it's easier for you to buy. Good markets in most important cities and towns carry it regularly. Won't you ask your dealer about Jones Dairy Farm Sausage, or write us?

"Most little pigs go to market, and the good little pigs go to Jones."

JONES DAIRY FARM, MARY P. JONES, President, Ft. Atkinson, Wis.

a New soup
PURÉE MONGOLE



• **UNDERWOOD** specializes in a few distinctive kinds of soups. Each is outstanding in its home-style flavor and goodness. Take for instance:


PURÉE MONGOLE
 A rich purée of green split peas and tomatoes with julienned vegetables. (Don't dilute it if you like a thick soup at its best.)

BLACK BEAN SOUP
 Rich, full-bodied, velvet smooth. Serve with slices of egg and lemon... Some gourmets add a dash of sherry.

CONSOMMÉ MADRIÈNE
 This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS
 Underwood's three famous chowders—Fish, Clam and Quahaug—all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



UNDERWOOD SOUPS

WM UNDERWOOD COMPANY
 Watertown, Mass. — Dept. 118
 Please send me items marked below for which enclose amount indicated:

BLACK BEAN SOUP	16-oz. can	17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can	17c	<input type="checkbox"/>
CONSOMMÉ MADRIÈNE	13-oz. can	15c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can	17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can	10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can	10c	<input type="checkbox"/>

Name _____
 Address _____
 City _____ State _____

MADE BY THE MAKERS OF
 UNDERWOOD DEVILED HAM



Don Herold Says:

He's the blacksheep of his crowd

I'm exaggerating.

I don't mean that Mr. X. is exactly socially outcast because he needs Mum. But I'd hate to be in his shoes.

Folks like Mr. X.—or would like to. They admit he's smart and has a sense of humor and a big heart. But he's the object of many a little whispering campaign. Gosh, I'd hate to be Mr. X.

He's the perspiration aura type. Tubs scrupulously every a.m. But, like lots of men, perspires quickly underarm . . . and publishes it.

Some men are more so than others. Baths last about 20 minutes. THEN!

Just to be 1000 per cent sure and on the safe side in this perspiration aura business, it's bright to apply two dabs of Mum underarm regularly every a.m. If this will save one whisper against you a year, it's worthwhile.

If nothing else, you'll like yourself better, because Mum has a pleasant fragrance nice to have around all day. And it definitely kills perspiration odor all day without interfering with perspiration itself.

**I'm human
—and humid
—it might
be me**



Thousands and thousands of grown-up, two-fisted, hard-hitting, masculine men now use Mum every morning and before evenings out. (Many also use touches to the feet to keep hose and shoe linings fresh.)

I hope you have enough curiosity at this point to gamble a stamp to give Mum a free test. Scribble your name on the corner of this page and shoot it to Bristol-Myers Company for a free sample jar. Dept. Q2-107, 630-A Fifth Avenue, New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



PICTURES TO THE EDITORS

(continued)



WAKE ANCHOR

Sirs:

I read in *TIME*, Sept. 20, the romantic story of Wake Island's anchor and how Pan American has made a monument of it. Here is a picture of it. When I took it, I had no idea that it belonged to the German bark *Libelle* wrecked on the island in 1866.

WILL DALE
AUERBACH,
Photographer
Oakland Airport
Oakland, Calif.

"POOPSIE"

Sirs:

The enclosed picture is the last one made of my 7-month-old daughter. My wife does not know the picture was made as she was to somebody's stark shower at the time and it certainly will surprise her when she sees it in your magazine. The little girl's name is Carole Ann but I call her "Poopsie" which makes her mother very angry.

HENRY A.
SCHEAFER
Chicago, Ill.



POSTURE PICTURES

Sirs:

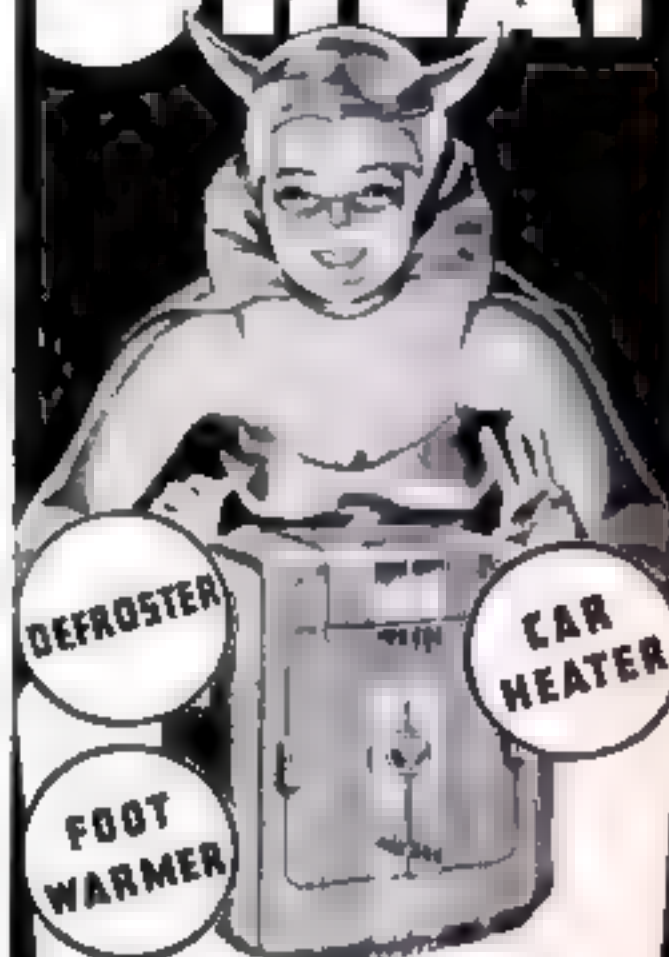
While Detroit's Board of Education is investigating nude photography at Wayne University in promotion of its 7-month-old posture project, tranquility reigns at Battle Creek College, where Dr. John Harvey Kellogg, its founder, inaugurated candid-camera posture diag-

nosis more than a dozen years ago. At Battle Creek College shadowgraphs like those shown above are taken by a woman photographer with the subject standing behind a sheet. These shadowgraphs are followed up with strength tests which Gertrude Delaney, Onelda, N. Y., in a bathing suit, demonstrates (above).

MARGARET CARLSON
Battle Creek, Mich.

**Guaranteed
FOR ALL CARS**

**HaDees
3WAY CAR
HEAT**



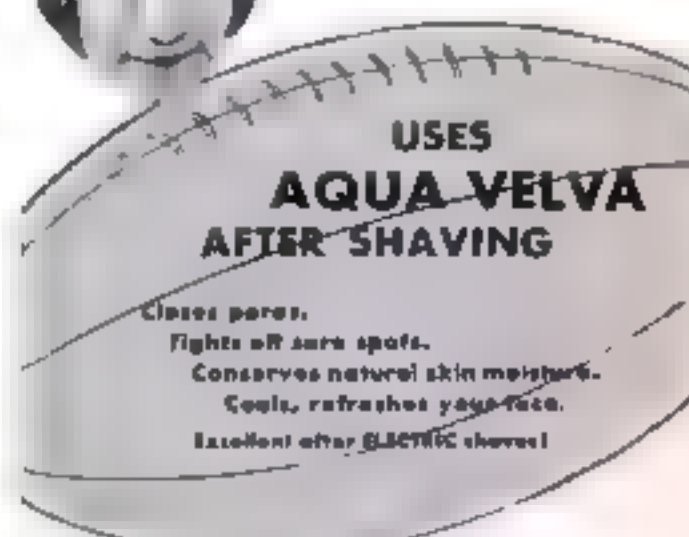
Powerful pressure blast to defroster; special supply of heat for footwarmer; full, free flow of heat throughout the car . . . HaDees "Chief" for only \$9.95 . . . Ford special with double water flow . . . Super-Sedan for rear seat luxury . . . four other beautiful, brand-new models. Each gives you more heat for your money. See them at your HaDees dealer; write today for fully illustrated folder.

LIBERTY FOUNDRIES COMPANY
Rockford - Illinois

HaDees
THE COMPLETE SYSTEM OF CAR HEATING



**Benny
Friedman**



**FREE
2 weeks' supply**

The J. B. Williams Co., Dept. L17, Glastonbury, Conn., U.S.A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

Name _____
Street & No. _____
City & State _____

SLOSH

Them in the Bathtub
If You Like!
FABRAYS Won't Streak
or Water Mark!

Now! **WINDOW SHADES THAT ARE
REALLY WASHABLE...** *Yet Cost Only 45¢* **COMPLETE
ON ROLLER**



It... If it's FABRAY, don't throw it away! Your FABRAY window shades aren't ruined no matter how badly they're smudged with soot, streaked with grease, and grime. This new miracle window shade is made of a revolutionary material that resists dirt even at the hem where most handling occurs. Costs only 45¢ each, complete on roller, anywhere in the U. S. A.



Clean as new... in minutes, without a streak or water mark! Use soap and water... a brush if you like... and swish! The blackest grease and dirt come right off because they can't grind into FABRAY'S surface... It's easy as washing glass or tile and almost as quick! And no need to fear hurting FABRAY'S durable surface, even after repeated washings.



This amazing test shows FABRAY'S resistance to abuse! Clay-smeared shades would crack and pinhole. But not FABRAY! Its patented cellulose base is pliable, silky feeling, won't crack or pinhole because it has no clay filling! Yet FABRAYS look and feel like expensive shades! But cost only 45¢ each.



Not a crack or pinhole... and note how straight FABRAYS hang! Not a trace of a curl, even after washing. No wonder millions of women prefer inexpensive FABRAYS! They're 100% washable... come in smart patterns and plain colors... and how they wear! FABRAYS are sold everywhere in the U. S. A.

BE SURE YOU GET *Genuine* FABRAYS

Only FABRAYS are made of the new miracle window shade material that has no clay filling! Won't pinhole, crack or curl. Amazing FABRAYS wash clean as new in minutes. Full 36 in. by 6 ft. size, complete with roller for only 45¢! Larger sizes 55¢ to 95¢. See FABRAYS in many smart patterns and plain colors at department, neighborhood or 5¢ to \$1.00 stores everywhere! Or write for FREE samples and test FABRAY'S washability yourself! CLOPAY CORPORATION, 1316 York St., Cincinnati, O.

FABRAY

UNFILLED... WASHABLE WINDOW SHADES

45¢ EACH..Complete on Roller

Streamline Your Waistline!



PARIS GARDS

with 2 Snap-on
interchangeable
pouches... \$2

You'd gladly pay extra for this needed, NEW improvement—yet it costs you nothing. Paris provides two detachable pouches—making one garment do the work of two—permitting frequent changes; affording required convenience; prolonging wear, too. The firmly knit PARIS elastic waistband holds you in properly—firmly—comfortably. Reduces waistline—makes walking a pleasure—relieves that tired feeling—helps correct slouching posture. Removable front and back waistline boning prevents rolling. Paris Gards—with two interchangeable Snap-on pouches—off and on in a jiffy—only \$2.

You'll enjoy Paris Gards for daily wear. You'll feel and look better—trimmer. Made by the makers of Paris Garters—Suspenders—Belts—that means Tops.

---PARIS MAIL-O-GRAM---

(If your dealer cannot supply you)

A. STEIN & COMPANY

1157 West Congress Street, Chicago, Illinois

Please send me... PARIS GARDS at \$2 each

Waist size... Enclosed is Check.....

Money Order Currency..... for \$.....

Name.....

Address.....

Dealer's Name, please.....

PICTURES TO THE EDITORS

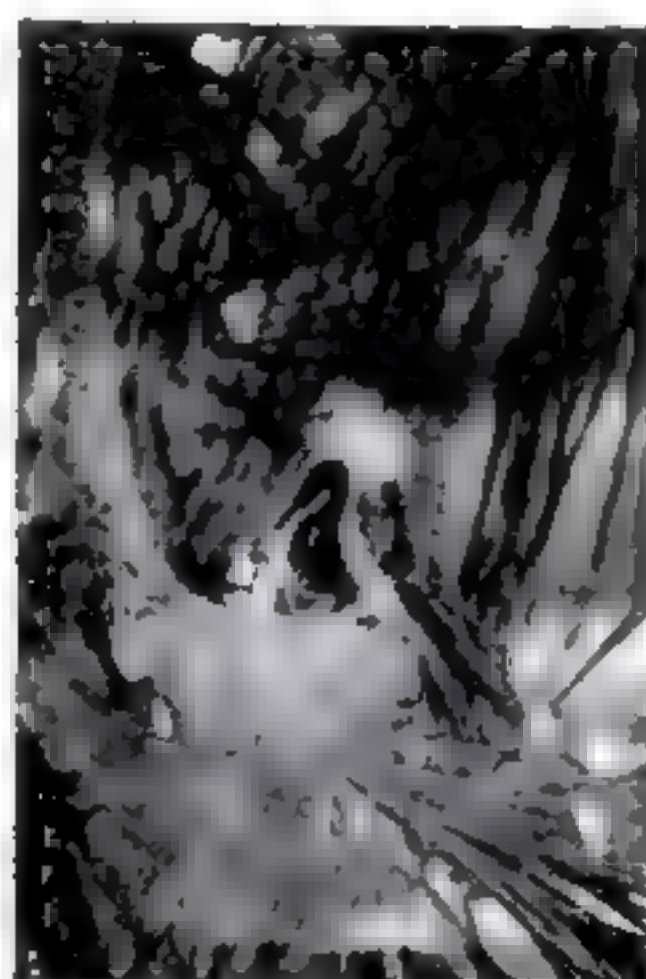
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"EVENT OF A LIFETIME"

Sirs

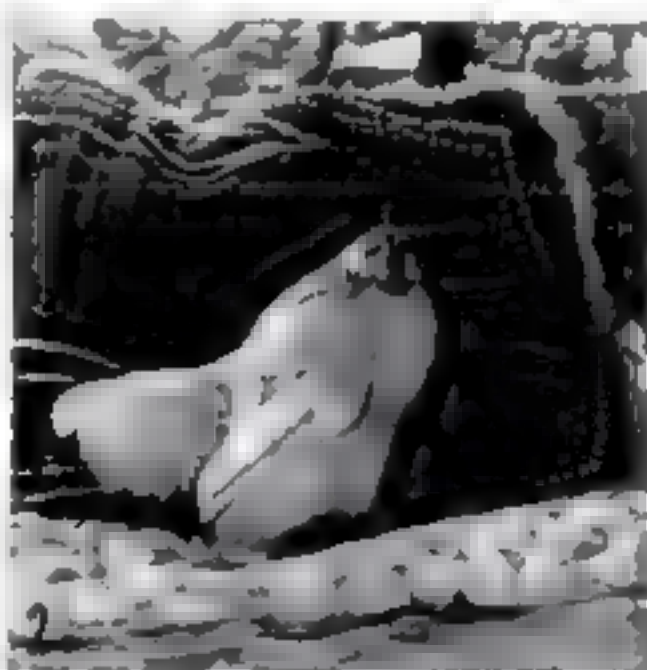
The Boy Scout Manual states, "It is the event of a lifetime to find a hummingbird's nest." Therefore it was with considerable gratification that I not only found but was able to photograph the



nest, young, and parent broad-tailed hummingbird while I visited the north rim of the Grand Canyon, Arizona, this past summer.

NATT N. DODGE

National Park Service,
Coolidge, Ariz.



BLOP!

Sirs

I have seen in LIFE's Beverly Hills office the Preview of the Egg Story (Oct. 4). My little bantam hen and I are wondering if we could not make a contribution to it. The chicken house would be too dark for making pictures, so, sitting in our swing in the garden, the little hen is: (No. 1) concentrating on laying an egg, (No. 2) Quiet, please (No. 3) putting on the pressure; (No. 4) result, egg, (No. 5) cooling off

CARL MUELLER

Van Nuys, Calif

Lots of Fun for Everyoneall Winter



GOLF...yes, even in February, on two 18-hole courses with grass greens and fairways.

TENNIS

...on Har Tru courts, a new thrill in mild, invigorating ocean air in mid-winter!



SWIMMING

...indoors, in heated salt water, in our regally beautiful Emerald Pool.

RIDING...thru our 250-acre pine forest and along 50 miles of ocean beach.

And dancing, and smart social life, in the congenial environment of a select clientele. Write for Folder L.



The Cavalier
Roland Eaton MANAGING DIRECTOR
VIRGINIA BEACH, VA.
OPEN ALL YEAR

Now
EVERYONE
CAN OWN A
CROSLEY
AUTO RADIO

THE CROSLEY FIVE TUBE RADIO \$19.99

YOU'RE THERE WITH A CROSLEY



**"Feel it, Mama! I did it with my
REMINGTON RAND Electric Shaver!"**

Nobody has to tell Papa that the Remington Rand Electric Close-Shaver gives him a closer, faster shave. Anyone can *see* and *feel* the difference! Why, this improved shaver actually "gets under your chin"! We are delivering the new Remington Rand Electric Close-Shaver to dealers just as fast as we can. But precision manufacture can't be hurried, so be patient if your dealer asks you to wait a bit for yours. \$16, complete with pig-skin case. Remember the name: Remington Rand.



General Shaver Corp., Bridgeport, Conn., a division of Remington Rand Inc.

NORTH



SOUTH



EAST



WEST



Men look better . . . feel better, too, in THE BRACER

IN THE NORTH WOODS, on southern plantations, on eastern avenues, and on the western plains—wherever you are—whatever you're doing—you'll look better—feel better, too, in The Bracer!

This new-type supporter belt—the only one with so many outstanding features—is the favorite of men everywhere. A Bauer & Black product, The Bracer is scientifically made of the finest materials, under the most sanitary conditions. Bauer & Black, world's largest manufacturers of athletic supporters, have made in The Bracer the world's finest supporter belt. Don't accept substitutes!

Only The BRACER has these 4 exclusive features

- 1 Fly front
- 2 Equalized Stretch
- 3 Made of "Lastex" yarn
- 4 Seams impregnated with live rubber

Insist on The Bracer label



The Bracer is knitted from two-way stretch "Lastex" yarn with four removable ribs to prevent rolling and an exclusive fly front for convenient all-day wear. No buttons or buckles to bother you—The Bracer is always comfortable—soft and snug. And in addition, The Bracer can be laundered again and again without shrinking or losing its elasticity. Seams are impregnated with live rubber, cannot loosen or pull out. Try The Bracer today—get several—have a clean one always. At department, drug, haberdashery and sporting goods stores. Remember, it isn't a Bracer unless it's Bauer & Black!

If your dealer cannot supply you with The Bracer, simply fill out and mail the coupon with a check or money order. Price \$2.00 (Canada \$2.75).



BAUER & BLACK, Dept. A-45, 2500 So. Dearborn St., Chicago, Ill. (In Canada, Station K, Toronto.)

I am enclosing check or money order for _____

Please send me _____ Bracers.

My waist measurement is _____

Name _____

Address _____

City _____ State _____

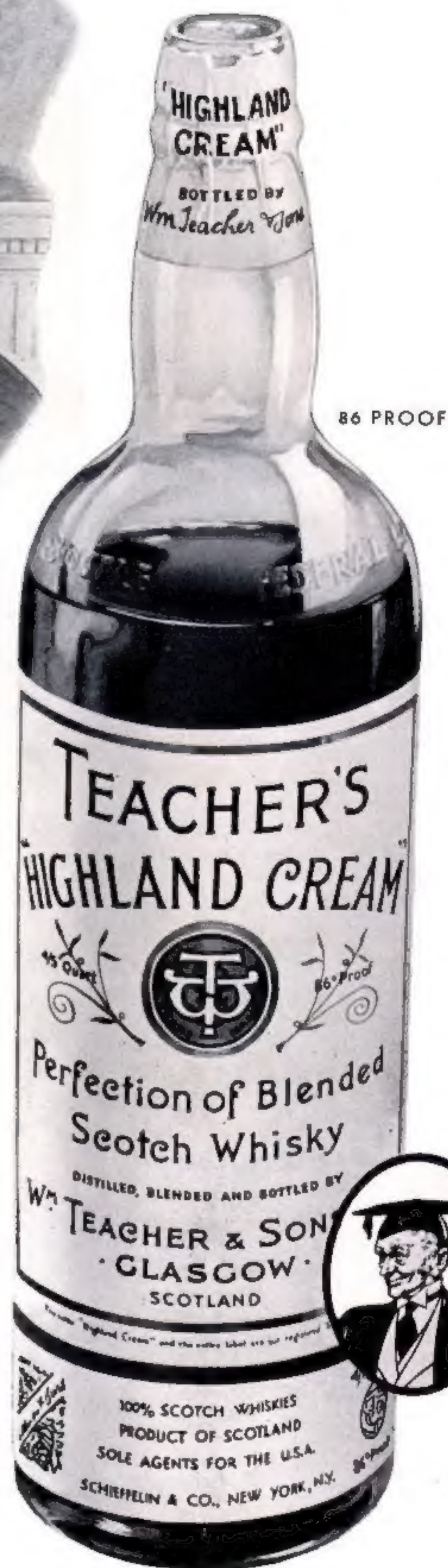
My dealer's name and address is _____

THE BRACER



Friendly people in pleasant places usually turn to Teacher's. For Teacher's taste is good taste. True Scotch tang enlivens it . . . smooth mildness gives it balance. Men appreciate Teacher's Scotch . . .

"It's the flavour"



Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS: Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794

The gift that makes parties *All Play* and no work



For these Informal Gatherings: Ask the gang to drop in after the football game. It's next to no work with a Hospitality Set. They'll all get a big kick out of making their own sandwiches or spreading nice hot slices of toast with jelly.



For Cocktails, Tea, Bridge Parties: The climax comes at bridge or tea or cocktail time when the Hospitality Set makes its appearance. One guest vying with another to turn out the most original sandwiches—while the hostess relaxes.



Keeps the Party Going: Don't spoil everything with "won't you come into the dining room" just when the party is getting under way. Just trot out the Hospitality Set—well stocked with sandwich makings and let each guest make his own.



IT'S A GIFT—that's what it is, the way the Hospitality Set with the Toastmaster Toaster lets even the hostess have fun at her own party.

Notice the four trim little lap trays—small enough to balance on the knee—large enough to hold sandwiches, cup and saucer or glass. Notice the keen little cutting knife to make sandwiches look their best. And the relish dishes of exquisite Duncan glass, for holding pastes and spreads and olives and all manner of sandwich makings. And the big tray to hold it all. **AND**, most important, the Two-slice Toastmaster Toaster. **THAT'S** the work-and-worry saver. You just put in the toast—push down the handle. The current

goes on and when the toast is ready up it pops and off goes the current. No burnt toast—no current wasted. And all the toast is the same—from nine P.M. to the wee small hours, thanks to the Flexible Timer that makes the toaster run fast when it's cold—faster when it's hot. Why don't you give a set like this to someone—even if it's yourself—or your wife?

This magnificent De Luxe Set—or a companion set, none the less beautiful but less expensive—may

be seen with other fine Toastmaster Products, wherever quality appliances are sold.

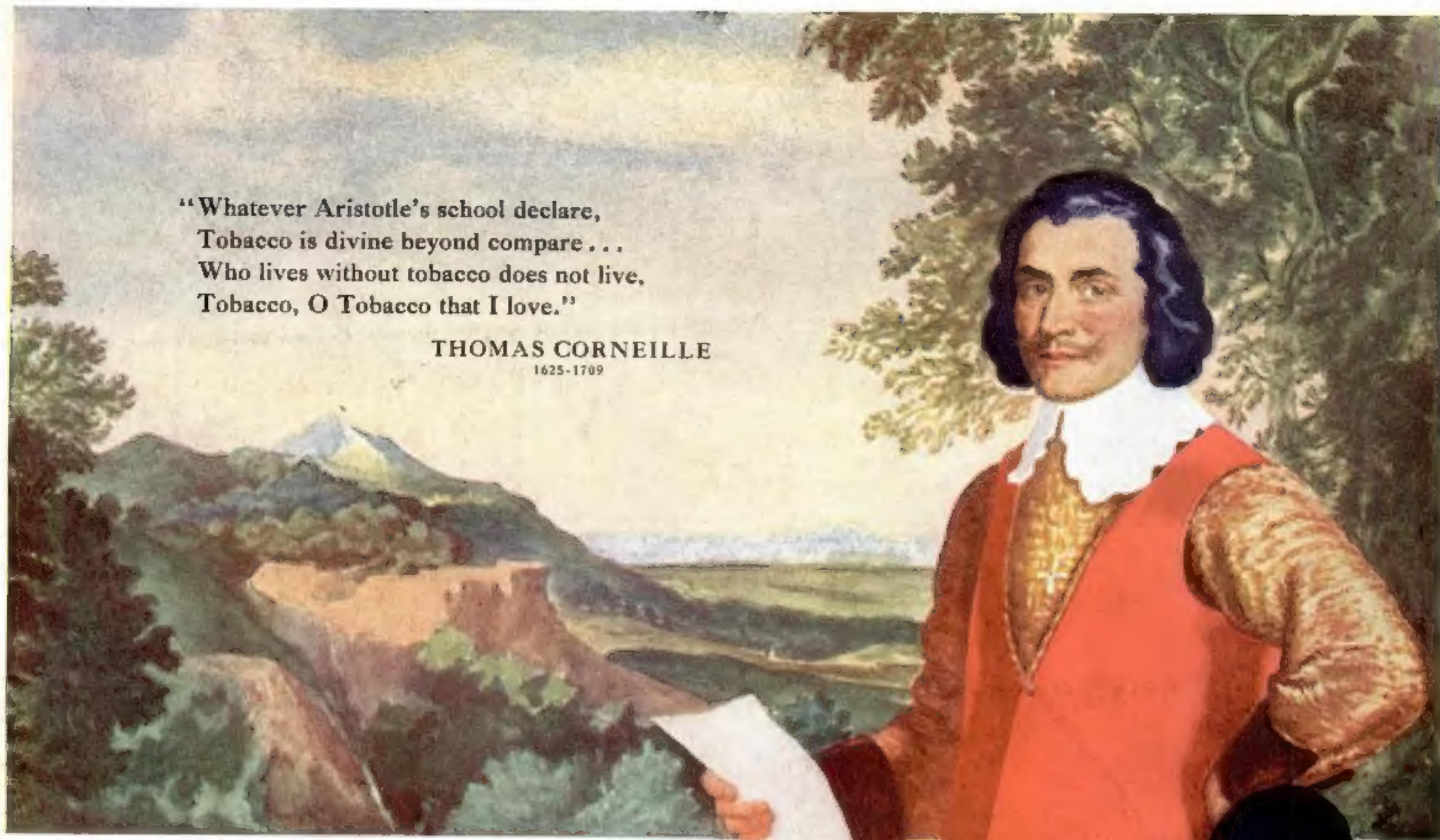
★FREE! "The Party's On"—A new and interesting booklet on entertainment ideas and games for young and old. Ask for your copy wherever Toastmaster Products are sold, or write direct to: McGraw Electric Company, Toastmaster Products Division, Dept. 105, Minneapolis, Minnesota. European Sales Office, Frank V. Magrini, Ltd., Phoenix House, 19-23 Oxford Street, London, W 1, England

TOASTMASTER *Hospitality* TRAY

TOASTMASTER PRODUCTS—2-slice fully automatic toaster, \$16.00, with choice of Hospitality Tray, \$19.95 or \$23.50 . . . folding stand, \$5.95 . . . 1-slice fully automatic toaster, \$10.50; Juvenile toaster, \$7.50 . . . automatic Waffle-Baker, \$12.50

"Whatever Aristotle's school declare,
Tobacco is divine beyond compare . . .
Who lives without tobacco does not live,
Tobacco, O Tobacco that I love."

THOMAS CORNEILLE
1625-1709



15 CENTS FOR 20

Poets of all ages have sung the pleasures of straight tobaccos. Today the new Pall Mall, alone among well-known blended cigarettes, brings you the true flavour of fine straight tobaccos. In place of the artificial flavourings used in ordinary cigarettes, Pall Mall brings you up to $\frac{1}{7}$ more tobacco — natural top-grade tobaccos. You get extra smoking pleasure from Pall Malls with Straight Tobacco Flavour

They're Better... Naturally!

PALL MALL

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WHEREVER PARTICULAR
PEOPLE CONGREGATE